

The Northfield Press

VOL. XXII. NO. 46

NORTHFIELD, MASS., FRIDAY JUNE 27, 1930

PRICE FIVE CENTS

Northfield High School

The following prizes were awarded at the high school graduation:
Washington and Franklin medal for excellence in the study of United States history: Polly Parker.
King Philip prize given by Northfield Historical Society in essay contest: First prize, \$5, Alice Eppeta; second prize, \$3, Myron Johnson; third prize, \$2, Elizabeth Eastman.
Coe prize for the best original work: Robert Carr.
Senior chosen on basis of scholarship, loyalty and achievement, the name to be engraved on the plaque in the school: Polly Parker.
American Legion prize for the best study of the Constitution: Elizabeth Eastman.
Juniors elected to Pro Merito society (average of 85 for three years): Elizabeth Eastman, Catherine Gray, Marion Wells.

Honor Roll

The following is the honor roll of the high school:
No mark below 90: Polly Parker and Mary Breinig.
No mark below 85: Ruth French, Esther Schzyrba, Elsie Tenney, Victor Vaughan.
Neither absent nor tardy: Flora Callaghan, Catherine Gray, Patricia Bartus, Raymond Kervian, Harold Randall, Elizabeth Eastman, Christine Gray, Douglas Barton and Ralph Kervian.

ENGLISH

High Honors: Ruth French, Polly Parker, June Wright, Elizabeth Eastman, Marion Wells, Mary Breinig, Esther Schzyrba, Dorothy Stone.
Honors: Seth Field, William Carr, Catherine Gray, Myron Johnson, Grace Randall, Elsie Tenney, Virginia Mann, Laura Martineau, Victor Vaughan and Evelyn Woffenden.

BIOLOGY

Honors: Minnie Szeszowski, Eunice Woodbury.

CHEMISTRY

High Honors: Polly Parker.
Honors: Seth Field, Ruth French and Marion Wells.

OCCUPATIONS

Honors: Douglas Barton.

COOKING

Honors: Minnie Szeszowski, Elsie Tenney, Eunice Woodbury.

FRENCH

High Honors: Ruth French, Polly Parker, Mary Breinig, Helen Szeszowski.
Honors: Catherine Gray, Mary Podlenski, Grace Randall, Esther Schzyrba, Eunice Woodbury, Josephine Wozniak.

SCIENCE

High Honors: Laura Martineau and Victor Vaughan.

HISTORY

High Honors: Ruth French, Polly Parker, William Carr, Victor Vaughan.
Honors: Robert Carr, Seth Field, June Wright, Gene Giebel.

LATIN

High Honors: Mary Breinig, Helen Szeszowski, Minnie Szeszowski, Elsie Tenney.
Honors: Catherine Gray, Esther Schzyrba.

PROBLEMS OF DEMOCRACY

High Honors: Elizabeth Eastman, Marion Wells.
Honors: Tessie Jackson, William Carr.

GEOMETRY

High Honors: Mary Breinig, Helen Szeszowski.
Honors: Mary Podlenski, Esther Schzyrba.

ALGEBRA

High Honors: Gene Giebel.
Honors: Ralph Kervian, Robert Shearer, Victor Vaughan, Evelyn Woffenden.

Pine Street School

Following is the honor roll for the Pine Street school:
Not absent or tardy during the school year—Grade 1: James Mattern; Grade 2: Herbert Holloway; Grade 6: Robert Thompson.
Not absent during the year—Grade 8: Genevieve Alexander.

Not tardy during the year—Grade 1: Carlton Finch, Robert Howe, Valentine Plotczyk, Grace Howe, Marie Young; Grade 2: Windom Holloway, Philip Howe, Howard Spaulding; Grade 6: Harry Holloway, Edith Spaulding; Grade 7: Stanley Newton, Margaret Gray; Grade 8: Florence Barnes.
On Friday, June 6, the primary room with Miss Kimball, enjoyed a picnic in Mr. Bolton's pasture. Miss Sheldon, Mr. Tabor, Mrs. Lee Bolton and Mrs. Webber furnished the transportation for the third, fourth and fifth grades to the granite quarry on Black Mountain, West Dimmerston. They ate their lunch at Green Mountain camp. On the return trip they went through the Power Company's plant at Vernon. Miss Braley's room went to the Schell grounds for its picnic.

The eighth grade on Wednesday afternoon after school went with Miss Braley to Fort Dummer mills in Brattleboro, where they were shown the entire process of the manufacture of cotton cloth. They had their picnic supper at Broad Brook, Guilford.
On Friday afternoon, from 6 to 7.30, the eighth grade and Miss Braley were entertained at the home of Jack Webber, the class secretary. Each one responded briefly to toasts, which added much to the enjoyment of the occasion.

Personal Mention

W. R. Moody and Mrs. A. P. Pitt autored to Bolton, N. Y., on Lake George on Wednesday to attend the wedding of Miss Hester Homer, daughter of Mr. and Mrs. Sidney Homer. Madame Homer and Mr. Homer have their summer home at Bolton.

Mrs. E. M. Powell of Wayne, Pa., and four children plan to reach Northfield next Friday to spend the summer with her parents, Mr. and Mrs. A. P. Pitt. Mr. Powell will follow by auto. Mrs. I. M. Powell and Miss Sarah Smith of Grand Rapids, Mich., mother and sister of Mr. Powell, will also arrive next week as guests of Mr. and Mrs. Pitt.

William Dalton suffered a painful injury to his foot by the accidental discharge of a rifle.

There was a good attendance of women at the Alexander hall meeting last Saturday. Several items of business were disposed of. The three new members of the board were elected as follows: Miss Hannah Cotter, Mrs. Ella Tyler and Mrs. E. F. Howard.

Miss Dorothy Whipple of Winchester, N. H., is visiting Mrs. M. E. Vorce for two weeks.

Mr. and Mrs. E. M. Morgan attended the Delvee reunion in Warwick on Thursday.

While descending the porch steps, Mrs. Dan Sutherland fell last Saturday afternoon, and sustained a very painful but not serious injury to her shoulder.

Mrs. F. M. Durnell's sister and niece, Miss Emma Moffitt and Miss Lorraine Moffitt of Peru, are visiting here for a week.

Miss Helen Vorce, a student at Middlebury college, has returned to her home on South Main street for the summer.

Mrs. I. W. Backus of Forest Hills, L. I., who has been occupying the Peabody cottage on the Ridge for a number of summers, has leased "Notch Hill," the residence of A. A. Thresher, for the summer, and will take up her residence there with her family July 1.

Mr. and Mrs. William G. Collins of Chicago are rejoicing over the arrival of a son, Jack Gove Collins. Mrs. Collins is a daughter of Dr. and Mrs. Robert B. Jack.

Mrs. S. C. Richardson and Miss Virginia Smith are at Hanover Inn, Dartmouth college, for ten days.

Miss Gertrude Streeter has returned to her home in Vernon, Vt., after visiting with her sister, Mrs. Everett Doolittle.

Norman and Richard Danforth of Lexington are visiting their grandparents, Mr. and Mrs. E. M. Morgan of South Main street.

Charles Baxter spent a few days with his daughter, Mrs. Charles Broadbent, of Tolland, Conn.

Mrs. Bessie George is visiting Miss Bessie Conklin in Montclair, N. J.

Mrs. C. H. Webster, Miss Marion Webster, Miss Emma Alexander, Mrs. Lillian Crone were in Hartford, Conn., Friday.

Dr. George M. Ball and party were among the guests at Landlords' Inn, Templeton, on June 20.

Raymond Barnes Killed in Automobile Accident

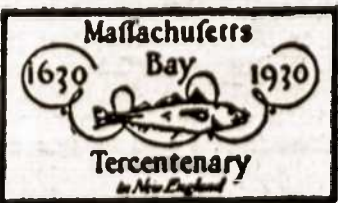
This community was greatly shocked by the untimely death of Raymond Barnes, son of Mr. and Mrs. Roy Barnes of South Vernon. In company with George Lombard, owner and driver of the car, and Clarence Grover of Northfield, he had been spending the evening at Lake Spofford. When returning home about ten in the evening the car in which they were riding, a light roadster, overturned as they tried to make the curve in the Brattleboro road where the road to Hinsdale branches off. Their first intention was to return by way of Hinsdale, the survivors state, but they all decided to go by Brattleboro instead, but too late to successfully negotiate the curve. The three were thrown out, Raymond suffering a fracture of the skull from which he died at 2.30 a. m. in the Memorial hospital, Brattleboro, to which they had all been taken. The other two boys escaped with severe bruises and lacerations.

Lombard was taken placed under arrest and taken to Keene on a charge of manslaughter, to which he pleaded not guilty the next day, and was released under \$1,000 bail to appear before the Grand Jury at the next Fall term.

Raymond, who was 19, grew up in Northfield and had been employed as driver of the delivery truck by Frank W. Kellogg, where his father is also employed. The funeral service was held Thursday afternoon at the South Vernon church, Rev. W. W. Coe officiating. Burial was at Jamaica, Vt.

Mrs. Mary Herrick

On June 8, Mrs. Mary Herrick, wife of Rev. Eugene Hunt, died at Riverside, Cal. Her remains were cremated, and the ashes will be brought to be deposited in the old Concord cemetery, where five generations of the Herrick family rest. Mr. Hunt will make his home with his daughter at Northampton in the future.



TERCENTENARY NOTES

Mrs. Thomas Dollard is back home and will take immediate steps to organize the visitation of colonial homes on Wednesday, July 30. The plan will follow the successful effort of two summers ago. A score or more of friends whose houses are distinctive because of old paneling, wall paper, or other features, or who have antique furniture and other articles, will be asked to open their houses to the public from 10 to 12 a. m. and 2 to 5 p. m. on that date. Northfield does not properly realize the historical treasures of this character in our midst.

The next rehearsal of the Old Folks' concert chorus will be held in the Town hall tomorrow (Saturday) night at 8 o'clock. Arthur Judson Phillips of New York will be present to direct the chorus on July 15. The rehearsal on July 19 will be in the Auditorium, when the receiving committee, the ushers and all others who are sharing in the concert will also be present to familiarize themselves with the hall. Mrs. Lawrence Lazelle will take charge of the decoration of the Auditorium for the concert.

Any person in town who wishes to rent a costume or wig for the coming celebration should be at the Town hall next Monday evening at 7 o'clock to meet H. Buchholz & Son of Springfield. This firm will make a special rate for three days, July 30 to Aug. 1. Mrs. Merrifield, Mrs. Pitt, Philip Porter and others of the several committees will be there to confer with those seeking advice. We urge everybody, young as well as old, to enter into the spirit of the Tercentenary by dressing in costume, Pilgrim, Puritan or Revolutionary, for the various events. Many friends have already provided themselves with old dresses, but where any one wishes to rent he should not fail to see Buchholz next Monday evening.

Posters giving the list of events in the coming celebration have been distributed this week up and down the valley as far as Greenfield and Orange, Keene and Brattleboro. The list is given on page 3 of this issue. Slips for enclosure in letters are available free at the Press office.

Dr. Samuel A. Eliot of Boston has these kind words to say in a letter just received: "I congratulate you on getting the program so handsomely made up and issued in good season. At Northfield we may well anticipate a well-ordered and effective celebration."

Highway Markers

Five historic highway markers are to be erected in Northfield by the State Tercentenary Commission in honor of the Tercentenary. It is hoped that they will be in place before the local celebration takes place at the end of July.

The markers will be located at the grave of Captain Beers, the first settler, the Nathaniel Dickinson house, King Philip's hill, and the Indian council fires. The type of marker adopted is designed to catch the eye of the passing tourist. They measure 42 by 36 inches, and are mounted on iron posts set in concrete. Both sides of the markers are used. The lettering is reasonably large, so as to be easily readable, and durable. A printed booklet will be provided by the State telling the history of the hundred or more markers set throughout the State.

Selectman Morgan will co-operate with the State officials in placing the markers in this town.

Haigis to Represent Allen at Salt Lake City

State Treasurer John W. Haigis, who has been requested by Governor Frank G. Allen to represent the Commonwealth at the annual conference of Governors, will leave for Salt Lake City, Utah, on Thursday, and will remain at the conference from June 30 until July 6. This conference is considered of great importance as it is attended by the Chief Executives or their representatives from all States in the Union, and matters pertaining to the various problems encountered in the administration of laws in States are discussed. The conference last year was held in New London, Conn. Treasurer Haigis will make his headquarters at the Hotel Utah while in Salt Lake City.

Charles Carlton Holton

Charles Carlton Holton was killed Wednesday in falling from a tree on the main street of Southampton, Mass. His neck was broken by the fall and death was instantaneous. He was employed by the State Highway Department at the time of the accident. He was a son of Mr. and Mrs. Arnold Holton of Maple street. He was born in Northfield and obtained his schooling in the local schools.

50th Anniversary Northfield Conferences Founded by DWIGHT L. MOODY

Young Women's Conference

In preparation for the 29th annual Young Women's Conference, a large number of the leaders met at the Louise Andrew Camp over the weekend for the purpose of arranging an effective program for the 400 girls who are in attendance. Under the leadership of Rev. Robert Russell of Larchmont, N. Y., the delegation leaders met at Russell Sage chapel for communion.

Among those present were: Elizabeth Griswold of Rochester, N. Y.; Gladys Bradell of Greenwich, N. Y.; Grace Shaefer of New York city; Marguerite Baldwin of Westchester; Rachel Steele of Baltimore; Amy E. Jacobson of Ridgewood, N. J.; Louise Roe of Montclair, Elizabeth Carter of Newark, Elizabeth Stewart of Summit, Betty Wayne Lee of Philadelphia.

Leaders of the schools represented were: Miss Helen D. Bean of Abbott Academy, Andover, Mass.; S. Paula Tubbs of Buffalo Seminary, Katherine Wilmarth from the House-in-the-Pines, Gretchen Uppercu of Westover, Margaret Clark from Emma Willard School at Troy, N. Y.; Ruth Bell of Dobbs Ferry, Beatrice Behr from Framingham, Miss Sturgis of Oldfields, Miss Ross of Northfield Seminary, Amy Barton of Westtown, Charlotte Kendrick from Dana hall, Boston, and Nell Baldwin from Boston.

Four hundred girls from boarding schools, high schools and business arrived at East Northfield Monday to attend the 29th annual Conference for Young Women under the leadership of Miss Frances Phraner of Summit, N. J., chairman, and Miss Beatrice Burr of New York city, secretary.

Among the larger delegations to attend are Dobbs Ferry, New Jersey, Rochester, Philadelphia, Baltimore, Framingham, Boston, Westtown, Oldfields, Westover and Northfield Seminary.

Special events listed are a reception at the Homestead, the annual meeting of the Northfield League, a Conference field day on Saturday, and the "Song Bag." The Conference will continue until next Tuesday.

The opening service was held at Russell Sage chapel, with Dr. J. V. Moldenhawer of the First Presbyterian church of New York city as the speaker.

Quoting G. K. Chesterton's idea of God "as the sun in the heavens, that no man can look at with the eye, but in the light of which everything can be seen," Dr. J. V. Moldenhawer of the First Presbyterian Church of New York city, told the Young Women's Conference meeting at East Northfield that we must retain the intimacy which the Old Testament stores possessed in our conception of God.

By the use of frequent citations from the Bible, from Shakespeare and from other classics, the speaker brought out the beauty of great literature. Especially from the Old Testament did he show how Jonah, for example, could not escape from the hearing of the Lord. There was an intimacy and familiarity that made God real. One of the most beautiful passages in all literature is that story of God and Abraham discussing the fate of Sodom, where Abraham intercedes and God shows His mercy.

"Green Pastures which is a revival plicity, illustrates God in a natural of the idea of God in its original simulating. It is childlike, to be sure, but those who pray and see God have to see Him as kin. "In this play," the speaker said, "God wanted to get a little nearer to man." He said that the Old Testament stories concern people in their humanness. "The heroes have their faults and the villains have their virtues. There is fairness in both directions. Think of David, think of Jacob, and you have men of unusual strength but also of great weakness. Take the story of Adam and Eve, or Cain and Abel. No matter what you may believe, these stories are rooted in the heart and the imagination of man; they portray man's struggle to find God; they grow out of the experience of life."

Rev. Elmore McKee of Yale University, at Sage chapel on Wednesday before he Young Women's Conference, in answer to the question whether it made any difference at all what kind of people we are, said that there was nothing more important than a Christian character. The quality of the inner life far exceeded all else in value.

"Does it really matter, Mr. McKee went on to say, "when a society calls morality merely a convention? In the final moments of Journey's End did it really matter how those men conducted themselves, what they actually said? "Yes," he said, "there is something eternal that supports us when we do the right thing. Character, which we have built up for constructive purposes makes us realize that life does possess meaning, that we can put ourselves into harmony with God. "The first great reason for supporting this statement is that the Christian life is an inspiration. Our Western civilization is essentially Christian in character. Think of the educational and philanthropic institutions, the hospitals, the care for the needy, that have been launched by Christian motives and ideals. The person who

today says that he can live without the Church of God is himself the product of centuries of Christian environment.

"The Christian quality of life brings self-realization. By nature we seek out those things that tend to build up life. By nature we appreciate beauty, and we can create beauty incarnated in character. In this way we begin to realize that our life is in tune with the infinite. We feel the spirit that is urging us on and supporting us in our climb to the spiritual Mount Everest."

Stating that the mission of the newspapers today of printing the truth no matter how it hurts, was like unto that of the prophets of the Israelites, Dr. J. V. Moldenhawer said, continuing his inspiring discourses on Wednesday on the subject of "Preachers and Poets." "The prophets remind us of the modern newspapers," the speaker said, "because they were on the job, and more frequently than not, they hit the nail on the head."

The speaker said that the Israelites, like all other people, were first and foremost busily engaged in making their dinners and then in eating them. They had in their midst good people and bad. They also were blessed with a number who dare to think and act independently. "I suppose they were radicals," he said. "You young folks don't object as do we old ones to the way things ought to be done. Retain that temper of mind of being tolerant. Hardness of heart and mind come from thoughtfulness."

Dr. Moldenhawer said that the prophets came from this brave and independent group. "It takes the fire of God to speak the truth. Amos and Jeremiah could not if they would withhold the message which they had in their souls. With punishment and even death facing them, they spoke out against the wickedness of their times. They did not fit into the scheme of things at all. They were far ahead of their time. People tried not to listen to them. Their way of life was lonely, except as they walked with God. In their souls burned the inextinguishable fires.

"When we cannot master courage to listen to the prophets," the speaker said, "then we can go to the great Hebrew poets found in the Psalms. The first Psalm has rightly been called a definition of a gentleman. Read the story of David the father, whose handsome son, Absalom, in rebellion against his father, was finally captured by Joab and by him put to death, and mourn with the King, his father, when he cries out in his despair:

"O my son Absalom,
My son, my son, Absalom!
Would God I had died for thee,
O Absalom, my son, my son!"

The poets, the prophets, writing imperishable words, speak to us afresh the beauty of God."

Women's Interdenominational Home Mission Conference

For its 24th year, the Women's Interdenominational Home Mission Conference will be held at Northfield during July 2-10. The Conference Study Theme will be "The Caribbean Islands." The textbook for adults will be Samuel Guy Inman's "Trailing the Conquistadores," while the young people will use J. S. Stowell's "Between the Americas."

Denominational camps for young women are conducted with special study and recreational programs. This is an inexpensive and pleasantly informal manner of combining outdoor life with spiritual growth. The charge for the nine days of the Conference is \$1.50, which includes board and quarters. For information and reservations, to Miss Corinne Bowers, Camps write, stating your denomination, 99 Claremont avenue, New York City.

Dr. Clarence A. Barbour, president of Brown university, will be present throughout the entire conference conducting a Bible class daily. Other speakers will be the Rev. Henry Van Deusen of New York city, Dr. Eleanor Calverly, medical missionary to Arabia, the Rev. Henry Einspruch, the most successful Jewish missionary in America, Miss Fjerli Hess, who has traveled widely in Europe. On the faculty are Mrs. Frelon E. Bolster, Hammondsport, N. Y., chairman; Mrs. E. H. Silverthorne, Miss Maude Bradley, Miss Margaret Applegarth, Mrs. P. I. Johnson, Mrs. Grace L. Elliott and Miss Bessie L. Doherty of the Boston Public Library.

Mrs. Lizzie A. Rieb Dies

Mrs. Lizzie A. Rieb, 78, died this morning at the home of her niece, Mrs. E. L. Hammond of Newton street, Greenfield, where she had been visiting for a month. Mrs. Rieb was born in Northfield and was a resident of Bridgewater. She is survived by a twin sister, Mrs. Lucy J. Harvey of this town; two sons, George R. of Providence and Harry of North Attleboro; a daughter, Mrs. Warren Nims of Attleboro, and two brothers, Arnold Holton of Northfield and William Holton of Athol. The funeral was at Ingell & Shepard funeral home on Thursday afternoon at 4 p. m. Burial was in Athol.

L don't think much of a man who is not wiser today than he was yesterday.—Abraham Lincoln.

Closing Session of Student Conference

There has never been a time in all the world, including the Mohammedan era, when the doors were so widely ajar for the penetrating influence of Christ, said Dr. John R. Mott, for the past 40 years a well-known figure in the Christian world and at present chairman of the Council for World Missions to the group for Evangelism of the Federal Council of Churches of Christ in America, at Schell Castle.

Dr. Mott gave a most encouraging outline of conditions in other countries from the point of view of the Christian church. As an illustration of abounding faith, he told of the resolve of Mr. Chang-Sing-Yee, probably the outstanding Christian leader in China today, who started the conference meeting in China with the announcement that within the next five years the church membership in China should be doubled. All this in the face of the most cataclysmic conditions that ever descended upon a country at one time. "This," the speaker said, "was supreme faith and vision that put new life into everyone present. It ought to give courage to those who are fighting the battles of Christ in the home land."

In India, a land visited by Dr. Mott, Christianity was on the threshold of a most far-reaching influence. Ghandi, the outstanding figure in Asia today, a non-Christian, is looking to Christ as his source of strength and for guidance, as to no other. All this means that his following will learn of this Galilean and take the message to the far corners of India.

"I have never been so impressed before the tide of inquiry that is sweeping over all countries," Dr. Mott said. "We in America think there is a flood of literature abroad, but we have nothing in comparison with other lands. Tokio, for example, has miles of bookshops. The press is reaching millions today that never knew anything beyond the borders of their own little communities only a few years ago. The barriers of age-old custom and prejudice against the foreigner are now down. Faith and expectation on the part of the Christian church are all that is necessary for the evangelization of the world."

"Along with this tide of inquiry there is criticism and opposition. The church can turn these stumbling blocks into stepping stones. Christianity seeks out the impossible to make known the possible—Christ. Following the Boxer Rebellion, an attack directed toward missionaries as well as other foreigners, the Christian martyrs who gave up their lives, paved the way for the great heritage that immediately ensued. Similarly are we to give up now when the extraordinary opportunity presents itself.

"Some people bracket the religions of India with Christianity. When I survey the situation in India now with what it was 30-odd years ago, the effects of Christianity upon the masses the outcasts, justifies great promise for the future. Fifty million outcasts, for whom life was degradation, filth, ignorance, poverty and superstition, who were called the 'untouchables' and 'unapproachables,' have been the object of such marvelous Christian endeavor that today 73 per cent of the Christian church in India is made up of this group. Life has been transformed. Where before, the church had neglected them, now they become the greatest example of a living faith. It is only the transforming power of the spirit and teachings of Christ that have done this miracle for India."

Sunday Services at Sage Chapel

On Sunday the speaker at both the 11:00 and 8:00 o'clock services will be Dr. George A. Buttrick, pastor of the Madison Avenue Presbyterian church of New York City.

North Church Sunday School

Attendance reached 37 last week. There were six classes: beginners, in charge of Grace McGowan and Mrs. Addison; junior boys, Mrs. N. Fay Smith; junior girls, Mrs. Philip Porter; senior boys, Mrs. Martin Vorce; senior girls, Mrs. A. P. Pitt; young people and adults, Mr. Pitt. Priscilla Power is secretary and pianist. Next Sunday the lesson is a review of the life of Christ as told in the Gospel according to Matthew. Sunday school begins at 9:30 and ends at 10:15.

Buffum—Neigh

Mr. and Mrs. C. P. Buffum have returned from Ithaca, N. Y., where on Monday, June 18, they saw their son, Gordon, graduated from Cornell university, and on Thursday, the 19th, they were present at his marriage to Miss Gladys Neigh of Ithaca. The ceremony was performed in the Baptist church by the pastor, Rev. J. I. Reese. Richard Buffum, brother of the bridegroom, acted as best man, and Miss Louise Neigh, sister of the bride, was maid of honor. After a wedding trip, the young couple will return to Ithaca, where Mr. Buffum will take a special course of study, and in the fall will teach physical education and ancient history in the high school at Warner, N. Y.

THE NORTHFIELD PRESS

NORTHFIELD ESTABLISHED 1908 MASSACHUSETTS

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Friday, June 27, 1930

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Graphic Outlines of History by A. B. FRALINGER



Emigration of Thomas Hooker

In June, 1636, a minister from Massachusetts set out for what was then the west—the rich lands of the Connecticut River valley—accompanied by about a hundred followers. After a journey on foot, with neither roads nor bridges to guide them, they reached Hartford, where an English settlement had already been made.

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Watch What You Drink!

With the vacation season about to open and these wonderful long days in which to enjoy ourselves after work, it may seem to be putting a sort of crimp into our joyful anticipation when we speak about disease. When we back the old flivver out and load in the truck for a long awaited camping trip, bacteria do not enter our plans, but they have to be considered. We all know the danger to health from impure water, in spite of the fact that typhoid fever cases, spring and fall, no longer pay the way of the doctors' children through college. It is still possible to contract that dread disease and the water which you drink on your trips should be carefully chosen. If typhoid were the only water-borne disease you could, of course, be inoculated against it and be safe, but it is not. So watch what you drink and where.

Open springs are generally unsafe because they are so easily contaminated. Surface water runs into them and all sorts of dirt, both harmful and otherwise, get in and spoil the safety of what appears to be a delightfully cold and bubbling drinking place. Open dry wells, particularly those with buckets, are no better. They are easily contaminated, and every time the bucket is set down its bottom accumulates some dirt which goes back into the well the next time it is lowered.

In the old days the favorite place for the family pump seemed to be just about as close to the barnyard as it was possible to get it, so that the family and the stock could both be watered from one pump. This has not entirely passed, so beware of it. Boiling water for five minutes will render it safe from dangerous germs, but boiled water is flat because the air has been driven out of it. Part of this flatness may be removed by pouring it slowly from one vessel to another, but even then it is none too palatable. However, it removes the worry, and you had better do this unless you are entirely confident of the purity of the supply.

In these days of multiple tourists' camps you may find all sanitary matters taken care of, but it will do no harm if you look things over pretty carefully before you decide to camp down for the night or for a longer stay. If you are off on your own, you not only should look up for what you take in but also for what you put out as well as for kitchen refuse, papers, etc. Remember that somebody else may want to use the same place after you, and leave it as you would like to find it, well policed in every detail. If you build a fire, be sure that it is out before you leave and the fireplace decently smoothed off.—R. J. Graves.

Making Roads Safe For Democracy

Every person who runs an automobile thinks he knows a lot about safety and the best methods to regulate traffic. But with all due respect, he doesn't! That's why several hundred "expects" from different States and cities have been meeting in Washington. At the very opening of their session they were told by President Hoover that "steadily increasing traffic has outrun all measures of safety." He, with other high Government officials, emphasized the need for safety measures, pointing out the traffic fatalities are steadily rising, both in their actual number and in their ratio to the number of motor vehicles.

The conference was the outgrowth of engineering attention and organized educational efforts which have been working steadily and getting beneath the causes of trouble for the past three years. There are hopeful signs that a new code will be adopted in all of the States, to make traffic and the highway regulations uniform throughout the entire Nation.

The worst sorrows in life are not in its losses and misfortunes, but its fears.—A. C. Benson.

Telephone News

On June 1 there were 1,886,021 telephones in New England served by 187 individual companies, divided by States as follows: Maine, 139,888; New Hampshire, 86,276; Vermont, 64,857; Massachusetts, 919,884; Rhode Island, 125,304; Connecticut, 329,850. On that date there were 443,815 telephones in Metropolitan Boston. The latest telephone census possible to secure from all countries shows a total of 32,712,284 telephones in the entire world on Jan. 1, 1929. Of these, 19,341,295, or 59 per cent, were in the United States. On the same date Europe had 9,236,885 telephones, which is less than one-half the number in the United States and 28 per cent of the world's total. The remaining 13 per cent of telephones were distributed widely throughout the rest of the world. During 1928, the number of telephones in the world increased by 1,726,908, about one-half of the increase resulting from telephone development in the United States alone. More than two-thirds of the telephones in the world are under private ownership. All telephones in the United States are operated by private companies, and this country not only has more telephones than all the rest of the world, but is also foremost in the number of telephones relative to population, with 163 telephones for each 100 people. There is nearly ten times as many telephones per 100 population as there are in Europe or the world as a whole. The only country with a telephone density approaching that of the United States is Canada, with 13.7 telephones per 100 population. New Zealand comes third with 10.2, followed by Denmark with 9.4, Sweden with 7.9 and Australia with 7.6 telephones per 100 population. In both Canada and Denmark most of the telephones are privately owned and operated. Germany ranks second to the United States in absolute number of telephones, but has only 4.6 telephones per 100 population. Great Britain has 3.8 and France 2.3. Argentina, with the same telephone density as France, outranks the rest of South America. Japan and the Union of South Africa lead their respective continents, each with 1.3 telephones per 100 population. Small towns and rural districts in the United States are exceptionally well provided with telephones. In this country, communities of less than 50,000 population average 12.6 telephones for each 100 people. This is greater than the total telephone density of any other country except Canada, and exceeds the telephone facilities of most European countries. Quite as striking as this wide diffusion of telephones in the United States is the superiority of American over foreign cities in the extent of telephone service. Out of all cities in the world with populations of more than 200,000, the 51 American cities of that class had an average of 22.8 telephones for each 100 people, while only two foreign cities attained such a high development. The sum of the telephones in two American cities is greater than the combined telephones of four continents. New York alone has nearly as many telephones as Great Britain and more than half as many as Germany. Chicago has nearly as many telephones as France. Los Angeles has more telephones than either Italy or Russia. San Francisco leads in the relative number of telephones, with one for every three people.

Telephone statistics of the world are of increasing importance with the rapid growth of international telephone service. At the present time, 19 countries, comprising most of Europe, four countries which make up the greater part of North America, three countries in South America and one district in Africa, can be reached from any Bell System telephone. On June 1, 1930, the countries wholly or in part connected with the United States by telephone were as follows: Argentina, Austria, Belgium, Canada, Chile, Cuba, Czechoslovakia, Danzig, Denmark, Finland, France, Germany, Great Britain, Holland, Hungary, Irish Free State, Italy, Luxemburg, Mexico, Norway, Poland, Spain, Spanish Morocco, Sweden, Switzerland and Uruguay. The list of these 28 countries with which America converses by telephone is growing from month to month.

There are only four sweet tastes: sweet, bitter, salt and acid. The ancestors of the turkey had teeth. War does not of choice destroy bad men, but good ever.—Sophocles.

Hints For Homemakers

By Jane Rogers



THE next time you start out on a shopping tour put a few pieces of candy in your handbag. Sugar is one of the world's greatest energy foods, and it's simply marvelous how a couple of pieces of candy in the midst of a long afternoon in the shops will drive away that exhausted feeling, giving you plenty of energy to carry on.

A Turkish towel placed in the bottom of the dishpan or sink will greatly lessen the chances of breaking fragile glass or chinaware while it is being washed. The glass and china should not be placed in the dishpan until it has been filled with as much water, of the desired temperature, as you need.

THE NATION WIDE SERVICE STORE

Your Nation-Wide Store is Owned
by Your Neighbor—Be
Neighborhoody

INDEPENDENCE DAY
has been declared a National holiday to celebrate the Independence of our country. Why not make this an every day occurrence by patronizing your Independent Nation Wide Grocer?

WEEK OF JUNE 30TH

Pillsbury's Best Flour, Bread, Biscuit, Pastry,
1/2 bbl. bag \$1.07
Suggestions for your Holiday
LIBBY'S CANNED MEATS
Deviled Meat, 3 No. 1 1/2 cans 25c
Meatwich Spread, 2 med. cans 25c
Cooked Corn Beef, No. 1 can 25c
Tender, Wholesome, Easy
Use Nation Wide Bread and
Butter for your Sandwiches
Ginger Ale or Orangeade
Curran and Joyce, Contents
2 bottles 25c
An excellent hot weather beverage
Tuna, Light Meat, No. 1/2 can 19c
Sardines, Norwegian, 2 cans 25c
Crabmeat Japanese No 1/2 can 33c
Mastiff Mayonnaise, mixed with
Tuna, Sardines or Crabmeat
makes mighty tasty sandwich
filling
Stuffed Olives, Mastiff
2 3-oz. bottles 23c
Potato Chips, Crisp and
Fresh, 2 10c. packages 17c
Try Mastiff Sandwich Spread
Cape Cod Cookies, 1 lb. pkg. 23c
Jolly Jellies v-lb. pkg. 25c
Wrap it all up in
Cutrite Waxed Paper, 3 rolls 25c

F. A. IRISH

"A NATION WIDE STORE"
Northfield, Mass.

Lots of Bath Tubs

More than 60,000 bath tubs were sold in the United States during April. Inasmuch as this national industry started less than 75 years ago, it apparently has been making wonderful progress. Ask grandmother what she knows about bath tubs in her little old home town.

Nit: "Why doesn't Don Cupid get some clothes on this cold weather?"
Wit: "Oh, he just plays around with 'hot' people."
We must not blame God for the fly, for man made him. He is the resurrection, the reincarnation of our own dirt and carelessness.—Woods Hutchinson, M. D.

There is no road too long to the man who advances deliberately and without undue haste; no honors too distant to the man who prepares himself for them with patience.—La-Byre.

First Scotchman: "Are you going to hear the Messiah orchestra?"
Second: "Yep. It's free."

United States coins are not made by pouring hot metal into moulds, but by punching them out of sheets of metal like a cook cuts out biscuits.

Fashions for the Smart Woman



SHANTUNG SUIT

The suit has never been as important as it is this year, for it can be invariably counted upon to present the well-groomed, carefully assembled appearance that is the highest measure of 1930 chic. When developed in silk, it becomes an invaluable member of the summer wardrobe; it is feminine, svelte and becoming, and appropriate for any number of occasions. This suit of cocoa-brown shantung follows rather sophisticated tailored lines. The semi-fitted coat has a slender shawl collar, one-button closing and cut-away corners. The tucked-in blouse has a bosom front, and the circular skirt has side yokes. Pictorial Printed Pattern No. 5222. Sizes 14 to 46, 65 cents.

NORTHFIELD, MASS.

CHANGE OF MAILS EFFECTIVE
APRIL 28, 1930

DAYLIGHT SAVING TIME

MAILS DISTRIBUTED

10:45 a. m.—From all directions.
2:45 p. m.—From all directions.

MAILS CLOSE

9:20 a. m.—For all directions.
1:30 p. m.—For South-East, and East.
6:00 p. m.—For all directions.

Rural Carriers leave at 10:50 a. m.
Office Opens 8:00 a. m. to 6:30 p. m.
Holiday Hours, 9:30 to 12:00.
CHARLES F. SLATE, Postmaster.



BOSTON & MAINE R. R.

EASTERN STANDARD TIME

EAST NORTHFIELD STATION

NORTHBOUND TRAINS

DAILY (EXCEPT SUNDAY)
7:47 a. m. 10:01 a. m.
12:30 p. m. 4:30 p. m. 9:33 p. m.
SUNDAY
7:58 a. m. 12:30 p. m. 9:33 p. m.

SOUTHBOUND TRAINS

8:48 a. m. 1:09 p. m.
4:01 p. m. 5:28 p. m. 7:55 p. m.
4:01 p. m. 8:24 p. m.

Bus Line

DAYLIGHT SAVING TIME

NORTHBOUND BUS

DAILY (EXCEPT SUNDAY)
11:38 a. m. 7:18 p. m.
SUNDAY
11:47 a. m. 7:18 p. m.

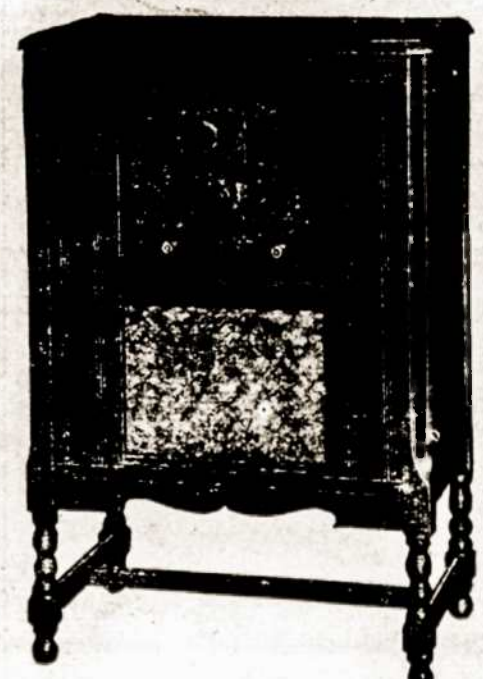
SOUTHBOUND BUS

DAILY (EXCEPT SUNDAY)
7:39 a. m. 2:59 p. m.
SUNDAY
11:39 a. m. 3:14 p. m.

Majestic Radios!

WITH THE COLOURA
DYNAMIC SPEAKER

SIX NEW MODELS PRICED
FROM \$126.50 TO \$225.00
Installed Complete



MODEL AS ABOVE \$126.50
COMPLETE

MAJESTIC RADIOS HAVE
TONE QUALITY, VOLUME
AND ARE VERY SELECTIVE.
WE INVITE COMPARISON,
ALWAYS GLAD TO DEMON-
STRATE WITHOUT ANY
OBLIGATION.

EASY TIME PAYMENTS
ARRANGED

FREE HOME DEMONSTRATION.
GIVE US A CALL

ON DISPLAY AT

Spencer Bros.

Northfield, Mass.

To love and win is the best thing; to love and lose the next best.—William Makepeace Thackeray.

Whether you be a man or woman, you will never do anything in this world without courage. It is the greatest quality of mind next to honor.—James L. Allen.

The less people speak of their greatness the more we think of it.—Bacon. God gives all things to industry.—Franklin.

There is one right which man is generally thought to possess, which I am confident he neither does nor can possess—the right to subsistence when his labor will not fairly purchase it.—Thomas R. Malthus.

A Home in the Heart of Things
Fifth Ave. & 28th St., New York
Alburn M. Gutterson, Mgr.

PRINCE GEORGE HOTEL

1000 Rooms with Bath
Single \$3 to \$4
Double \$4 to \$6

Three Blocks to Fireproof Garage—
5 Blocks to Largest Department Stores in the World
Welcome Stranger and Friend



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Conveniently located away from traffic congestion, Bretton Hall, with excellent garage facilities, is the ideal motor tourists' headquarters.

RATES FROM \$2.50 DAILY

HOTEL BRETTON HALL
BROADWAY at 86th STREET
GARAGE FACILITIES

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Built prior to the Revolution (formerly White Tavern 1812-1831), a place of scenic beauty and refinement. Justly famous for its chicken and steak dinners. Also serves Afternoon Tea and Refreshments. Five miles from Northfield. Boston & Maine Bus passes twice daily. A cordial welcome awaits you. Ownership management. Mr. and Mrs. A. W. STEVENS, (Formerly of Fir Tree Inn, Greenwich Village, N. Y. City)

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Supplies—including Goodyear and Fisk Tires
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East Northfield, Mass.

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Announcement

1930 Lake Cruise
DeLUXE
6 DAYS
7 NIGHTS



PLAN YOUR VACATION to leave on the Great Ship "SEEANDBEE" from Buffalo, September 7th; returning Sunday, September 14th.

Cruise includes Lake Erie, the Detroit River, Lake St. Clair, the St. Clair River, Lake Huron, beautiful St. Marys River and Lake Michigan.

Stop-overs at Cleveland, then at the famous "800" Locks, with sightseeing trips at Chicago and Mackinac Island. Wonderful scenery. Endless entertainment. Excellent meals.

All expense, including fare, meals, stateroom accommodations and sightseeing trips
From Buffalo, only \$85.00

Ask your Tourist Agent or write us for free special C&B Line Cruise De Luxe Folder

The Cleveland and Buffalo Transit Co.
New Pier, Foot of Erie St., Buffalo, N.Y.
Daily Steamer Service between Buffalo and Cleveland, also Cleveland and Ft. Stanley, Canada

To CLEVELAND
— SAULT STE. MARIE
— MACKINAC ISLAND
— CHICAGO
and RETURN

Expense \$85

SEES HEAVY CLAIMS ON FUTURE BANKERS

American Bankers Association Official Declares That Banking Changes Creating Large Bank Systems Will Call for Broader Social Viewpoints.

Larger scale group or branch banking will inevitably bring a new era of banking organization and operations to the United States and bankers will have to develop "new conceptions, new administrative methods and new economic views," Rudolf S. Hecht, Chairman of the Economic Policy Commission of the American Bankers Association, recently told the members of the American Institute of Banking.

The institute is the educational section of the association and he emphasized the point that the new era in banking demanded "that we must step-up our education, so that banking shall be fortified for new responsibilities."

What the Future Calls For
"We must broaden our social conception of banking," Mr. Hecht said. "Not only for the technical operations of the new banking must we fit ourselves, but both as individuals and an organized profession we must charge ourselves with serious consideration of the social problems that are involved. Already we hear murmurs and fears and doubts as to whether the changes that are coming about in banking in the extension of group and branch systems do not constitute the looming of a new financial menace, a monopolistic threat not only to the individual unit banker, but to the financial liberty of society in general. I am stating these things merely as facts that must be taken into consideration in our studies."

"Public opinion cannot be ignored by any business, least of all by banking, which is admittedly semi-public in character and is, therefore, subject to special supervision by the constituted authorities. If banking develops tendencies that give rise to public fears, we must so conduct ourselves as to reassure all doubts."

"For this is true,—that business succeeds only by serving society—that no business can permanently prosper which does not both render service to the public and at the same time convince the public that it is rendering that service. Banking, therefore, must take cognizance of what the public is saying of this new era in its development."

"It must be part of the technique of modern banking administration, whatever form our enlarged institutions take, to avoid the creation of monopolies, or even the appearance of such a centralization of financial power as to be able to exercise an undue influence over public or private finance or other lines of business. The public's right to the safeguards of fair competition must be observed."

Must Preserve Individual Initiative
"It must also be an item of management that individual initiative and opportunity shall be maintained. If America has outstripped other nations in the distribution of the benefits of its progress, it is due to the fact that there are no barriers of social caste or business tradition against advancement for character, ability, and initiative. American business has learned that it serves itself best by encouraging by every practical means individual ambition and initiative, and hurts itself most by repressing or neglecting them. Competition for efficiency, both within an organization and between organizations, will prevent any institution from long enduring in which maintenance of opportunity and recognition of initiative are not controlling principles of management. As heads of the greatest of our financial and industrial institutions stand men who started from the humblest of beginnings. Through all the grades of executive authority and reward stand men in positions in keeping, generally speaking, with their individual merits. I, personally, see no reason for fearing that the enlarged banking organizations which the future may hold would necessarily supply future bank employees with any less opportunity for achievement than unit banking."

"Again, a major consideration of administration in any multiple form of banking organization must be its public relations in every community it touches. Its foremost consideration must be actually and visibly to serve the economic upbuilding of that community. No system will be long tolerated whose local members work, or are suspected as working, to draw economic strength from one place to enlarge the financial power of another. The local unit bank has always been part and parcel of the communities where it lives—and no system can last which does not make it a major principle of operating technique to serve, and not exploit, the communities into whose business lives it enters."

Growth of Banking Education
DENVER, Colo.—At the American Institute of Banking convention held here last month the growth in the effort among bank employees to provide themselves with banking education was shown by the fact, as reported by one speaker, that 12 years ago the institute had 80 study chapters, today 208, and that its enrollment in the study courses had grown from 11,000 to 45,000, or an increase of over 300 per cent. The graduates number nearly 14,000. The institute is the educational section of the American Bankers Association through which bank workers are given instruction in theoretical and practical subjects relating to their business.

Brattleboro, Vt.

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9 Flat St., Brattleboro, Vt.
3 Floors of Fine Furniture

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Optometrist

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United Cigar Stores Co.

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THE LARGEST AND FINEST

Equipped Drug Store in
Southern Vermont.

120 Main Street Telephone 762

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10 Main Street - Brattleboro, Vt.
Over Woolworth's 5 and 10

WE CAN HELP YOU

to Own Your Own Home

REAL ESTATE LOANS AND

SAVINGS ACCOUNTS

Greenfield Co-operative Bank

Greenfield, Mass.

Turners Falls, Mass.

CROCKER INSTITUTION

FOR SAVINGS

TURNERS FALLS, MASS.

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Deposits placed on interest

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ASSETS \$4,700,000

Spraying Equipment for

Interior and Exterior

PAINTING

Paper Hanging and Decorating

LOUIS E. SICARD

163 L St., Turners Falls

Phone 164

Springfield, Mass.

To see well, see

FELTUS

I visit your town every month.

Will call upon receipt of postal.

W. E. FELTUS, O. D.

3 Keith St. Springfield, Mass.

Look Well to your **INSURANCE** for the year 1930

THERE IS QUALITY IN INSURANCE JUST AS THERE
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Anywhere and Everywhere in the United States and Canada.

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Watches, Clocks, Diamonds and

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Next to the Victoria Theatre

25 Chapman St., Greenfield, Mass.

Greenfield, Mass.

Tel. 626-M

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Munyan's Furniture Warehouse

Salesroom:
292 Davis St. Greenfield
"Out of the High Rent District"

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Gifts that last
Glasses that fit correctly
Gaines—Eyesight Specialist
Greenfield—19 1/4 Federal St.
Go to Gaines for satisfaction

Yes, this Directory Page
is Good Advertising
One inch, 3 months (13 times)
\$3.50
Two inches, 3 months (13 times)
\$6.00
YOU can start any time.

PLUMBING HEATING OIL BURNERS WATER SYSTEMS

KENNEDY, "J. B."

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CANNING CHERRIES—12 QUARTS

FOR \$1.00 ON TREES; 15c

QUART PICKED

20,000 quarts of best quality ripe this
week-end and next week; pick your
own at Clarkdale Farms, West Deer-
field, two miles southwest of Green-
field. Phone Greenfield 241-Y.

Hinsdale, N. H.

BRICK PLASTER CEMENT

SIDNEY L. BUTLER

MASON

Phone 12-13 Hinsdale, N. H.

Boiler Setting Fire Places a Specialty

HINSDALE GARAGE

E. M. Dodge, Prop

OFFICIAL A. L. A.

HINSDALE, N. H.

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Two-Day Service on

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Millers Falls, Mass.

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Auto Repairs Radio Repairs

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General Jobbing, Carpentering,

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Most Everything

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BEAUTIFUL NORTHFIELD

The Mountain View Hotel

Offers you its homelike hospitality and

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Rooms with Bath and rooms en

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General Trucking

\$1.00 per Hour

Hard Wood for Sale

Slabwood-Stove Length

\$5.00 the Load

Leroy C. Dresser

Telephone N. 36-3 or 86 11

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Everybody to know that I have in-

stalled a regular factory equipment for

sharpening and repairing Lawn Mowers.

Wire, write or phone 80 and I will

call for and deliver your mower.

ALL WORK GUARANTEED

F. FOX

EAST ST., NORTHFIELD, MASS.

THE HOLTON HOMESTEAD GIFT SHOP

At the Old Yellow Colonial House on

top of the hill between the Connecticut

River and Mount Hermon Gate, will be

open

Memorial Day

Come and Look You'll Come Again

The **KENMORE**
One of Boston's Newest
and Finest Hotels
on BOSTON'S
COMMONWEALTH AVE

AMPLE
PRIVATE
PARKING
SPACE

400 ROOMS

400 BATHS

Running Ice Water

Combination Tub

and Shower

INFORMATION

BUREAU-

FOR

TOURISTS

GEORGIAN HOTEL CO.
PROPRIETORS

Hinsdale, N. H.

HAROLD BRUCE

Correspondent and Advertising Representative of The Northfield Press,

for Hinsdale, N. H.

Tel. 96.

Railroad Time Table

The following is the time of trains on new schedule, taking effect at 12:01, Sunday, April 27, 1930.

DAILY:

NORTH BOUND
Arrives 10:23 a. m. 4:50 p. m.

SOUTH BOUND
Arrives 8:21 a. m. 3:34 p. m.

SUNDAYS:

NORTH BOUND
Arrives 8:17 a. m. 6:42 p. m.

SOUTH BOUND
Arrives 7:25 a. m. 3:34 p. m.

U. S. POST OFFICE

FOR THE NORTH
10:00 a. m. 4:30 p. m.

FOR THE SOUTH
8:00 a. m. 3:15 p. m.

Hinsdale was defeated by Fort Dummer by the score of 9 to 2 on Fort Dummer's new field. Paradoni held Hinsdale scoreless until the ninth inning, when Kimball and Newman tallied. Ryan led the millers batting with three hits, including two doubles, and Mack hit a three-base hit in the fifth frame, scoring two runs. In the seventh inning the mill team staged a rally and hammered Young hard. Juscen, Mack, Nadeau, Paradoni and Ryan all crossing the rubber after hitting. Paradoni held the Hinsdale team to five bingles, while Smith played a fine game in the field for Fort Dummer.

The score by innings:
Innings 1 2 3 4 5 6 7 8 9 Tl.
Fort Dummer... 0 0 0 2 0 5 0 0 9
Hinsdale... 0 0 0 0 0 0 0 0 2
Sacrifices: Smith, 2. Two-base hits, Ryan, 2. Juscen, 2. Paradoni, 3. Three-base hit, Mack. Stolen bases, Fort Dummer 5, Hinsdale 4. Struck out, by Paradoni 11, by Young 9. Bases on balls, off Paradoni 2, off Young 1. Left on bases, Fort Dummer 4, Hinsdale 3. Time, 2 hrs. Umpires, Rupprecht and Bergeron.

Mr. and Mrs. Francis Meany of Dalton have been visiting relatives in

town for the past few days. Leonard Waters has been in Lawrence, Mass., attending the funeral of his sister.

Joe Zyko of Hartford, Conn., was a weekend guest at the home of his parents, Mr. and Mrs. Frank Zyko.

Mr. and Mrs. Edward Brassard of Keene, N. H., spent Sunday with her parents, Mr. and Mrs. Fred Gamash.

Mrs. Joseph Spring and children are visiting her parents, Mr. and Mrs. Fred Butler.

Mr. and Mrs. James Robinson, who have been guests of Mr. and Mrs. George A. Robertson, returned home Monday.

I never so ardently wished to accomplish something really worthwhile as I do at 76 and never so fully realized that I can not.—Ed. Howe.

Mrs. E. J. Langton and Mr. and Mrs. Fred Kendrick of this town were in Springfield and Hartford from Friday until Sunday. Saturday they attended the wedding of Mrs. Langton's youngest son, Stephen, in West Hartford, at the home of the bride, who was Miss Amy Birchard. The bride is a singer and the bridegroom a pianist. Both are connected with the Julius Hart School of Music in Hartford. Mr. and Mrs. Hart were present, as well as many other musical celebrities, among whom were Royal Dadman, who sang, and Mr. Paronov, who played the wedding march. The couple expect to take an apartment in Hartford in September.

Shell Weekly "Travelaide"

An entirely new road service, in the form of maps, issued every seven days and containing complete data on the conditions of highways in the East was announced at the offices of Shell Petroleum Products, Inc. This service, to be known as the Shell Weekly "Travelaide," will be issued every week and is posted for the use of motorists at exclusive Shell service stations.

In making the announcement, T. S. Marshall, advertising manager of Shell Eastern, pointed out the many novel features of such a map service. "In the past," he said, "motorists, in planning their trips, have been forced to depend upon road maps that were printed in late winter. As a result, up-to-the-minute road conditions were not shown and the trusting motorists have had to grope about to determine, 'Shell Travelaide,' which, incidentally, is the first service of its kind in the country, will correct this uncertainty. It will show all authentic data on the conditions of the highways, fresh, every seven days. These maps will be issued by districts shown below to exclusive Shell stations:

1, Maine; 2, Vermont and New Hampshire; 3, New York State; 4, Massachusetts, Connecticut and Rhode Island; 5, New Jersey; 6, Pennsylvania; 7, Delaware, Maryland, Virginia and West Virginia; 8, North and South Carolina.

"Four symbols will be employed to guide the motorist in his study of the 'Travelaide,'" continued Mr. Marshall. "A series of dots will indicate 'freshly opened roads,' a solid line means 'road closed for construction,' a series of diamonds indicate 'road under re-

NORTHFIELD TERCENTENARY CELEBRATION

Commemorating the Birth of Massachusetts Bay Colony
300 Years Ago

WEDNESDAY, JULY 30

VISITATION OF COLONIAL HOMES

10 to 12 a. m., 2 to 5 p. m. Circuit Admission \$1.00

OLD-TIME COSTUME BALL
Town Hall, 8.30 p. m. Fiddler Orchestra. Admission 75 cents

Indian and Antique Exhibition—Dickinson Hall, daily,
10-12 a. m., 2-5 p. m.—Free

THURSDAY, JULY 31

TOURS TO HISTORIC AND SCENIC PLACES

OLD FOLKS CONCERT—100 Voices

Directed by Arthur J. Philips, New York—Auditorium, 8.30 p. m.

SOLOIST WILFRED GLENN OF REVELLERS QUARTETTE

—NOTED RADIO BASSO

Admission 50 cents. Reserved Seats \$1.00.

Children under 12 with Guardians, half price

FRIDAY, AUGUST 1--TERCENTENARY DAY

HIS EXCELLENCY, GOVERNOR FRANK G. ALLEN,
PARTICIPATING

Greenfield Military Band throughout the day

Parade of 300 years of Northfield History and Progress,
Main Street, 10 a. m.

Old Home and Family Reunions, Picnic Lunch with Informal
Address at Birnam House, 12 noon.

Outdoor Rally at Birnam House, 2.30 p. m. Historical Oration by
Congressman Allen T. Treadway of Massachusetts.

Service of Thanksgiving in Auditorium, 8.30 p. m. Oration by
Rev. Samuel A. Eliot of Boston. Chorus. Admission Free.

All Events on Daylight Saving Time. Full information may be
obtained from Tercentenary Committee, Northfield, Mass.

pairs, but traffic maintained, and an 'X' in a circle means 'bridge construction.' In addition to these four markings, each 'detour' is numbered, and these numbers serve as keys to a detailed description printed along the edges of the map.

"We will emphasize two things in particular in this 'Travelaide,'" continued Mr. Marshall. "First, absolute accuracy (our data is checked and rechecked for authenticity), and, second, the fact that this information is never more than seven days old—a new set of maps being issued to every exclusive Shell station each week, supplanting those of the previous week."

"Shell feels that in offering such a comprehensive and dependable service to the motoring public it is going a long way toward removing the biggest obstacle now confronting the traveler who wishes to make a trip or tour. While it is impossible to know the conditions of the road ahead, it will now be unnecessary to write, wire or phone for information, or go out of one's way to get it. 'Travelaide' is posted as near the street as possible and a motorist need only pause a moment to see the current road 'picture'."

A "Second" Car For Economy

The old adage that "two can live as cheaply as one" will be illustrated this summer in an entirely new field—the field of automotive transportation. This is the prediction of A. J. Brandt, president of the American Austin Car Company of Detroit, which will introduce the famous bantam car to the American public this month. The average large-car garage will house a bantam Austin in addition to the family car. The waste transportation involved in the use of a large car, on any and all occasions, will more than cover the upkeep of the smart little bantam. The use of this second car will reduce the depreciation on the big car. Thus the bantam car, Mr. Brandt believes, will live happily and economically with any family car.

The announcement of this new type of transportation has created enormous interest in an automotive field—the field of automotive transportation. The bantam Austin, which is now in production at the Butler, Pennsylvania, plant of the American Austin Car Company, will be on display at the announced. Except for body designs, dealer showrooms throughout the country on June 28, it is officially announced which will be distinctively American in smartness, the American Austin will be a duplicate of the little Austin of international fame.

"With the introduction of the bantam type car," Mr. Brandt declares, "the luxury of a second motor vehicle, heretofore available only to the wealthy, will be within reach of thousands of American car owners of moderate means—motorists who want a smart, inexpensive second car for shopping, for business, for short trips to the station or school, and for the thousand and one other occasions when the big car is superfluous. For the motorist who uses the bantam as a second car will find he is actually reducing his car operating costs. The average size car costs about 2.44 cents per mile for gas, oil and tires; the cost of these items for a car of the bantam Austin type is less than three-fourths of a cent a mile. By half and driving the bantam instead, reducing the use of the big car one—the average operating cost for both cars will be 1.88 cents per mile.

strain of operating two cars was too much for the average family's bank account. Car owners throughout the country will welcome the news that it will not be possible for them to enjoy the advantages of two-car transportation facilities at less than one-car operating expense."

A Beloved Fashion Returns

Embroidered materials are making their appearance in department stores and specialty shops. The yard goods counters are gay with this return of a fashion once so beloved. So, too, are the departments where summer dresses are to be found.

Batiste, voile, pique and shantung are some of the popular "background materials" for embroidery. The low luster yarns used for the actual embroidery are soft, subtle, durable, the general name for finely mercerized cotton. This yarn is made by various companies and may be found today in a multitude of identities, since it combines strength with the new smartness of low-luster—a fashion that has replaced highlyglazed surfaces in the smart world.

Big Five Ring Circus Coming to This Section

Greatest Show on Earth Announces Early Appearance of Ringling Bros. and Barnum & Bailey with 1001 Wonders and New Attractions

It's actually coming. There is but one really great circus. And therefore ceived that Ringling Bros. & Barnum & Bailey's Greatest Show on Earth will soon visit this section—with all its myriad of wonders.

The first advance advertising car heralding the appearance of the colossal amusement organization is now in this territory and its gaily-colored posters and lithographs blazon forth the news throughout the countryside.

Coming on its own four trains of 100 double-length railroad cars, carrying its entire complement of 1680 persons and 1700 animals. The great Ringling-Barnum combined circus will exhibit more new features this year than ever before in its history, including an entire tribe of Ubangi men and women from the remote jungles of Africa, a region in which few white men have ever set foot. These primitive savages with mouths and lips as large as those of full-grown crocodiles, will appear as a feature of the main performance, and not as a separate attraction. And there will be a return engagement by popular demand of Hugo Zochinski, the Human Projectile who is now fired bodily from a cannon in more terrific and longer flights than last season.

The Ringling Bros. and Barnum & Bailey Circus with its multitude of marvels brought from the four corners of the Earth, will

EXHIBIT IN

SPRINGFIELD
Saturday, July 5

Constructive Leadership Needed

Agriculture's greatest need today is constructive leadership, Sam R. McKelvie, member of the Federal Farm Board, said in an address prepared for delivery before the graduating class of the South Dakota State college, Brookings, South Dakota, at Commencement exercises.

"I mean unselfish leadership of men and women who are not controlled by selfish prejudice or prompted by expediency," Mr. McKelvie explained, "and out of institutions like the South Dakota State college much of that leadership will inevitably come. I look with the most hopeful anticipation upon boys and girls now engaged in 4-H Club work. The things they are being taught largely through experience will qualify them to think and act along sound lines in later life. All too few of them reach the heights of academic training that have been attained by the members of this graduating class; but even so, experience is the best teacher and education, plus experience, must be the qualifications for sound leadership in agriculture."

Discussing the Agricultural Marketing Act which, as a member of the Federal Farm Board, he is helping to administer, Mr. McKelvie said the best this legislation can do is to bring about equality of opportunity for the farmer and as soon as possible leave with the farmer the responsibility for doing things that the Government is now undertaking to assist him to do.

"Laws," he continued, "were passed for industry, labor, banking, transportation, and what not. In so far as there were benefits from these laws, the farmer shared somewhat in them, but the condition of agriculture required that something specifically must be done for the nation's basic industry; hence the Agricultural Marketing Act. This law is predicated upon the ability of the farmer to manage his own business, once he is organized to do so. Co-operation is the key to it and only in exceptional cases can the Federal Farm Board have any dealings with a farmer or anyone else who is not a member of a producer-owned and producer-controlled marketing unit. A lot of people do not understand this. Some think it was designed to afford reader access to easier credit for the farmer. Others think it is the Government's business. It is neither. It is the farmer in business co-operatively, with the Government assisting to organize and finance farm marketing activities."

"I cannot emphasize too strongly that there is no disposition in the Agricultural Marketing Act or among the members of the Federal Farm Board to impose the power of government upon the management or conduct of the farmers' business. Our desire is that at the earliest possible date the Government may be relieved of doing for the farmer things that he can and prefers to do for himself. This does not mean that the Federal Farm Board is going out of business soon, but it does mean that as the co-operative agencies now being assisted by it are able to go it alone, they will be heartily welcomed to do so."

"The extent to which this law may be helpful to the farmer and ultimately successful in its purpose, rests almost wholly in the farmer himself. If he takes advantage of it and develops the right kind of leadership and management in his marketing affairs, it will succeed. If he listens to the sweet siren of those who are opposed to it, it will fail."

Stimulation of domestic production and contraction of some of the markets brought about at home through changes in dietary habits and introduction of power machinery, and above through increased foreign competition. Mr. McKelvie said have worked to the serious detriment of the American farmer.

"About 90 per cent of our agricultural production is consumed at home," Mr. McKelvie continued in turning to the more promising side of the farm outlook picture, "while we export largely of wheat and cotton, we import considerably of some other products, such as oils, that are substituted for farm products of our own. To the extent that we can make the American market our own, the opportunity is offered for the readjustment of farm production, so that in one way or another those of our farmers who are well qualified may prosper. Because of its very nature, and of organization, agriculture has not kept pace in meeting the rapidly changing conditions; but the time is not too remote when increased efficiency of the American farmer plus organized effort will have placed him on a basis of equality with other lines of endeavor."

Mr. McKelvie called attention to changed conditions in country towns—how the blacksmith shop has given way to the garage; the filling station does a part of the banking business of the community and the graduate pharmacist must know how to make sandwiches as well as pills.

"The general store in your town is not the store of my day," Mr. McKelvie continued. "Instead of providing for a season's requirements six months' ahead, the country merchant boards the train every week or two and goes shopping in some of the principal markets. He buys from hand to mouth and is obliged to do so for he is in competition with a chain store that has its representatives on the market every day, ostensibly keeping Main Street up to date with Broadway or State Street. . . . In every line of business these changes have taken place with such rapidity since the war as to mislead the one who is not alert to the requirements of each day."

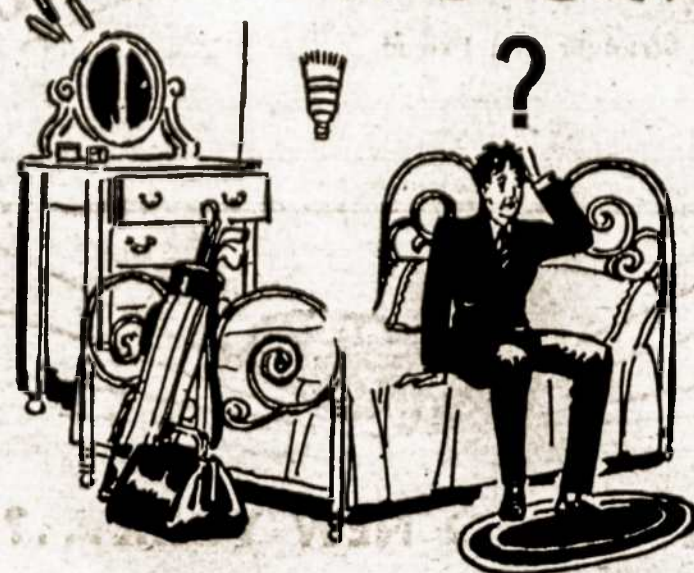
Northfield Airport Opened

The Northfield Airport has been leased for the summer by the Merrimack Airways, Inc., who will operate it both for pleasure flying and instruction.

This will give the people of Northfield and vicinity an opportunity to judge of the importance of having an airport located so near the center of activities as the local airport provides.

The moon is about 240,000 miles from the earth.

WOULD YOU CARE TO BE A GUEST IN YOUR OWN GUEST ROOM



SO OFTEN, the "spare bedroom" is a catch-all for the discarded furnishings from more frequently used parts of the home. Thus the unexpected arrival can scarcely be blamed for forming a wrong impression of his host's social standing.

Guest-room furnishings need not be expensive but they should voice a welcome to the one who uses them. Let us show you interesting, moderately priced bedroom suites, floor coverings and other articles to make your guest room truthfully reflect your hospitality.



MUNYAN'S GREENFIELD, MASS.

A Dollar Dinner for Four



DID you ever stop to think that the dollar you spend at the restaurant for dinner would provide a dinner for four at home? Well, here is the menu, dietetic and delicious, for only two-bits per person:

Hamburg Steak with Spanish sauce 45¢
Creamed Carrots and Potatoes 17¢
Bread and Butter 8¢
Grape and Lemon Jelly 24¢
Demi-tasse 3¢
Total 97¢

Hamburg Steak with Spanish Sauce: Season one pound of hamburger steak and shape lightly into patties. Fry in pan and remove to a hot platter. To the skillet, add one tablespoon fat, one sweet pepper, chopped, and one onion. Cook for three minutes. Add one

10-ounce can tomatoes and one-half teaspoon marjoram and cook five minutes or until somewhat thickened. Serve over the steak.

Creamed Carrots and Potatoes: Boil one cup diced potatoes until tender, drain and add one 8-ounce can diced carrots. Make a white sauce of one and one-half tablespoons butter, one and one-half tablespoons flour and one cup milk. Season to taste and pour over the mixed vegetables.

Grape and Lemon Jelly: To an 8-ounce can of grapes, add enough water to the syrup to make one cup. Bring to boiling and add one-half package of lemon jello. Stir until all is dissolved and set away to cool. When about ready to set, add the grapes and pour into individual molds. Chill and when ready to serve, top with one-third cup of whipped cream.



DANCE

Northfield
Town Hall

Friday Evening, June 27, 1930

From 8 until 12 o'clock

GOODNOW'S SINGING ORCHESTRA

Refreshments at Intermission

AUSPICES
Community Social Club

"WANT" ADVERTISEMENTS

One cent per word per insertion; no advertisement less than twenty-five cents; three insertions for the price of two times. Special rates for standing "want" advertisements by the month. Always send cash (unused postage stamps will do) for want advertisements, as we cannot afford bookkeeping at these rates.

FOR SALE

FOR SALE—1926 Model T Ford Sedan; good condition; new tires. \$85. H. A. Reed.

FOR SALE—Cash register; cheap. Spencer Bros.

FOR SALE—Second-hand lumber; boards 2x4; plank and some timber. H. A. Reed.

FOR RENT—Light housekeeping rooms; one or two rooms with use of bath, dining room, kitchen, private porch; everything completely furnished. Apply Mrs. Helen B. Cover, 186 Main St., East Northfield, Mass. Tel. 131-11.

FOR SALE—Nearly new brass bed and springs. Mrs. A. H. Wright. 5 25 3t.

FOR SALE—Rhode Island Red chicks, hatched from 24-ounce eggs produced by hens spate-tested and free from B. W. D.; high producers; 20 cents each. Ward's Poultry Farm, Barnardston, Mass. Tel. 89.

FOR RENT

FOR RENT—Furnished apartment; for summer or year round; first floor; four rooms and bath; also garage; new furnace. Miss Caroline B. Lane, 32 Highland avenue, East Northfield.

MISCELLANEOUS

NOTICE—We have just received a new consignment of uncalled for suits, odd pants, top coats, overcoats for boys, young men, and men to be cleared out at half price. Come early for first choice. Braff, Tailors, Greenfield.

WANTED—I will pay the highest prices for the following: Old Fashion Antique Glassware, Books, Dishes, Lamps, Pewter Silverware, Post Beds, Tables, Chest of Drawers, Chairs, Pictures, Candle Sticks, 5 and 6 drawer Chests. No black walnut or marble top goods. All mail answered promptly. Please state what you have and mail to E. F. COLTON, 23 Sargeant street, Holyoke, Mass.

SERVICE Advertising Agency, P. O. Box 544, Webster, Mass., are specialists in the preparation and placing of Classified Advertising. "The Market Place of the Newspaper." Write them for lists and prices.

WANTED

BOOKS WANTED—Anything by Bryant, Poe, Hawthorne, Whitier, Longfellow, Lowell, Twain, and many others. Write me about what you have. I also buy old furniture, silver, china, pewter, stamps, pictures, etc. Frank MacCarthy, 1124 Longmeadow St., Longmeadow, Mass.

W. H. STEBBINS

Carpenter and Builder

Estimates Submitted

MAPLE STREET - NORTHFIELD, MASS.

TELEPHONE CONNECTION

For Every Banking Need

An account here puts at your disposal all the facilities of this modern bank, organized to give you helpful service in every financial transaction.

Vermont-Peoples National Bank
Brattleboro, Vermont

THE BANK THAT SERVES.

Special Notice to Advertisers

No large display advts. can be accepted hereafter any later than 5 P. M. Tuesday of the week of issue; and no display advts. of any size after 1 P. M. on Wednesday.

Moreover, advertisers should understand that they will usually get a better set-up and position in the paper, if they have their copy in our hands in advance of these closing hours.

Lake Pleasant

The Saturday evening dances at the Temple continue to attract an attendance larger than in any previous June, and the music of the odnow Singing orchestra is thoroughly enjoyed, not only by the dancers but by the spectators as well.

The Lake Pleasant hotel, under the management of Mr. and Mrs. Burton T. Gaskill, had to open 10 days earlier than usual for the accommodation of early arrivals. While the formal opening of the hotel is set for next Sunday, guests have been entertained at the hotel for over a week, and last Sunday a special dinner was served with excellent patronage.

The National Spiritual Alliance will open its annual convocation next Sunday, with Mrs. Charles Gray as the lecturer and Mrs. Lots Forest the message bearer, afternoon and evening. Mrs. Rose Manchester has been secured as soloist for the month.

Mrs. Sara A. Kimball is so far recovered from her recent severe illness that her daughter, Mrs. Alice K. Blodgett, has returned to their summer home on Massasoit street, and it getting it ready for their occupancy. Mrs. Kimball expects to arrive in about two weeks.

A Graham Cook of Holywood, Cal., has been a guest at the hotel for two weeks, and has entertained friends from Springfield and Boston each week-end.

Mr. and Mrs. William Billings of Boston are located at the Valentine cottage on Turner street. Mrs. Billings is one of Boston's well-known mediums.

Monroe S. Burt has the plans for a new bungalow to be erected by him near the west entrance to the grounds on Turner street. As soon as Mr. Burt's son arrives, the work of construction will commence.

Mr. and Mrs. William M. Jenkins are located at their cottage on Denton street. B. T. Gaskill has rented his cottage on Montague street to Mr. and Mrs. Page for the season, and Mrs. Minnie Welser will occupy the La-chapelle cottage on Montague street, recently purchased by her brother-in-law, Mr. Ernst, of New York.

The call for the August camp meeting program is much larger than usual, and Secretary Albert P. Blinn has already mailed nearly 1,500 booklets.

The Ocean Grove camp opens Sunday, July 6.

Mr. and Mrs. Blinn leave here next week for a ten-day stay at Harwichport, where Mr. Blinn is chairman and one of the speakers of the Ocean Grove (Harwichport) camp meeting and Mrs. Blinn is one of the vocalists.

The Northfield Neighbors

The Northfield Neighbors held their last meeting of the season as a picnic at Blunt park, Tuesday evening, June 10. In spite of the clouds, no rain fell to mar the pleasure of the afternoon. Some gathered under the trees by mid-afternoon and at supper time about 40 assembled around the tables. Sandwiches, pickles, lemonade, cake and ice cream were served by the committee and disappeared like "dew before the sun."

After supper some exciting games of ball and horse shoe pitching were enjoyed. Others engaged in a social hour and only when twilight fell did they return to their homes to remember another pleasant party.—Nine M. Field, corresponding secretary.

Safety Code for Bicycle Riders

With the recording of the season's first death of a bicycle rider in collision with an automobile, the Governor's committee on street and highway safety issued a safety code for bicycle riders. Pointing out that 14 bicycle riders lost their lives last year in such accidents, Lloyd A. Blanchard, executive secretary of the committee, warned parents that they should give as much thought to instructing their children in the proper use of a bike as in helping them in the choice of the machine.

Bicycle riders are not exempt from the traffic rules that apply to motor vehicles, according to the committee's warning, and if cyclists remember to obey regulations, give hand signals and in general use their heads as well as their feet in propelling their machines, they will figure in far fewer fatal accidents.

The safety code drawn up by the committee is as follows:

See that your bicycle is properly adjusted, with the seat or saddle set even with the hips.

Use the ball of the foot to pedal with; this applies more power and places the feet in position to apply the brake in the event of a sudden emergency.

Two handlebars are provided, and both should be firmly gripped when riding.

Stunt riding belongs in the circus and not on our streets and highways.

Bicycles that were made for two are out of style. Never carry another person on handlebars, cross-bar or mud guard.

Have your bike properly equipped with warning signal, head and tail lights.

Ride in the proper direction on all one-way streets.

Always ride on the right side of the highway.

Obeys all traffic regulations, traffic officers and signals.

Never hang on to trolley cars, trucks or pleasure cars.

Give proper hand signals when about to turn left or right or when about to stop.

Riding on sidewalks is against the law, inconsiderate of others' rights, and dangerous.

CHURCH, FRATERNAL AND OTHER NOTICES**TRINITARIAN CONGREGATIONAL CHURCH**

Until next September all services will be held on the Seminary campus, in the Auditorium or Sage chapel, according to announcement. This includes all appointments at the church except Sunday school, which will be held Sunday mornings at 9.30 in the vestry of the church.

ADVENT CHRISTIAN CHURCH SOUTH VERNON**SUNDAY**

10:45 a. m.—Morning Service.
7:00 p. m.—Evening Service.

THURSDAY

7:30 p. m.—Mid week meeting at the Vernon Home.
All services on Standard time.

FIRST CONGREGATIONAL UNITARIAN CHURCH

Charles Chambers Conner, Mary Andrews Conner, Ministers.

SUNDAY

10:45 a. m.—Service of worship with theme, "The Colonization of America."
12:00 noon—Sunday school.

FREE METHODIST CHURCH

Mrs. Nellie A. Reid, Pastor

SUNDAY

10:30 a. m.—Morning worship.
11:30 a. m.—Sunday school.
6:30 p. m.—Class meeting.
7:30 p. m.—Evening worship.

WEDNESDAY

3:00 p. m.—Children's meeting.
7:30 p. m.—Prayer meeting.

ST. PATRICK'S ROMAN CATHOLIC CHURCH

Father Carey and Father Rice, Pastors

Sunday mass at 10:30 a. m., except on the first Sunday of each month, when it is at 8:30 a. m.

Sunday school and Bible history after the celebration of mass.

DICKINSON LIBRARY

Main St., Northfield

Open Tuesday, Thursday and Saturdays from 2 to 5.30 and 6.30 to 9 p. m.

DANCING

LAKE PLEASANT

SATURDAY NIGHTS

Goodnow's Orchestra

Urged to Abandon Land

Secretary of Agriculture Hyde has issued a recommendation that farmers of poorer lands abandon millions of acres, both for their own benefit and for the benefit of agriculture in general. In a stirring appeal, contained in an article by Secretary Hyde in The Country Home, he declares that this vast acreage of poor farm land is a detriment to the prosperity of the country and to that of those who live upon it. He recommends that the land be planted in trees, or, if not, be allowed to lie fallow until the soil has built itself up.

"There are millions of acres of lands in the United States," says Hyde, "which, because of location, soil exhaustion or natural infertility, cannot be made to produce a living equal to the American standard. These are known as sub-marginal lands. From the standpoint of national agricultural efficiency, they ought not to be farmed. They tend to lower the standard of living and educational standards of the farmer who tills them. They should be taken out of production, reforested and held until some coming generation needs them."

"To farm these now returns no profit to the farmer, but serves in the aggregate to increase the surplus and depress prices, whereas they might be valuable to future generations if properly preserved."

Airport Expert

Officials on the New England Air Tour included A. Pendleton Tallafiero, head of the airport section, Department of Commerce, whose interest was in the development of New England's airport and landing facilities.

Communities wishing the advice of a Department of Commerce airport expert should get in touch with the New England Council, which will attempt to arrange an itinerary of several such cities. If this is possible, Mr. Tallafiero has indicated, an expert will be assigned.

Teacher: "Johnny, to what class of the animal kingdom do I belong?"
Johnny: "I don't know, teacher."
Pa says your an old hen and ma says your an old cat."

THIS GROWING BANK

Would appreciate Your Business.

COMMERCIAL DEPARTMENT

SAVINGS DEPARTMENT

TRUST DEPARTMENT

The Franklin County Trust Co.
GREENFIELD.

(THE BANK WITH THE CHIME CLOCK)

Bedroom Outfit

5 PIECES

\$59.50

Full size Windsor Bed, dark Walnut finish.

Dresser to match, with large mirror.

Good size roomy chest, in same finish.

Fifty pound Royal Felt mattress.
Ten year guaranteed spring.

FREE DELIVERY

Bloomer & Chatterton, Inc.
9 Flat Street, Brattleboro, Vt.

NOW the modern Mother can have more time for healthful, outdoor exercise. No longer must she spend arduous hours in a hot, stuffy kitchen watching and testing the food while it cooks. She simply places the entire meal, including dessert, in the oven, sets the time and temperature controls, and goes out. At meal time she opens the oven and finds the food perfectly cooked—appetizingly delicious.

Let your dealer tell you about this wonderful range that is the model servant for busy housewives.

GREENFIELD ELECTRIC LIGHT AND POWER COMPANY

CONSTITUENT OF

WESTERN MASSACHUSETTS COMPANIES

CHARLES F. PACKARD, GREENFIELD, MASS. INSURANCE

ALL KINDS ALL KINDS
In Old and Reliable Insurance Companies
Both in Stock and Mutual Fire.

CHARLES F. PACKARD 318 Main St., Greenfield Tel. 318-W.
Ask for Reverse Phone Charges to Greenfield when calling Packard.

ALFRED E. HOLTON
Electrician

Northfield, Mass.

Telephone 101

Universal and Hotpoint Electric Ranges

Lamps and Appliances of all kinds.

AT ALL I. G. A. STORES

SHOP ON I.G.A. THRIFT STREET

PLEDGED TO AMERICAN IDEALS

Your I.G.A. Store, with thousands of other I.G.A. stores in thirty-six States, are pledged to Washington's Ideals of a home-owned Nation, home-owned Industries, with equal opportunities for all.

WEEK OF JUNE 23RD

COOKIES, Cape Cod Whole Wheat Saltines . . . 2 pkgs. 25c
OLIVES, Fancy Stuffed 2 bottles for 19c
BARBECUE RELISH large jar 25c
CAKE FLOUR, Swans Down large pkg. 31c
PEACHES, I.G.A., Large halves, Delicious Syrup
2 large cans 45c
PUFFED WHEAT, Quaker 2 pkgs. 23c
SLICED BEEF, I.G.A. Brand 3 1/2-oz. jar 23c
GRAPEFRUIT JUICE, Silver Nip 8-oz. can 10c
SARDINES, Imported, Packed in Pure Olive Oil, 2 cans 25c
MAYONNAISE, I.G.A. BRAND 8-oz. jar 19c
GINGER ALE, I.G.A. Brand 12 bottles for \$1.49

BEAUTIFUL PRIZES, BIG NATIONAL SALES CONTEST—ASK FOR DETAILS

SOAP CHIPS, I.G.A. large pkg. 19c
TOASTED SALTED PEANUTS, 1-lb. Glassine Bag 25c
BROWN BREAD With Raisins large can 18c
ASPARAGUS, Fancy Tips No. 1 square can 39c
BANANAS 4 lbs. 27c

MEAT SPECIALS

Sliced Bacon lb. 25c
Ends Ham lb. 15c
Native Fowls lb. 42c
Native Broilers lb. 45c

KELLOGG'S I. G. A. STORE

East Northfield, Mass.

Telephone 10

An Independent Grocers' Alliance Store

Just the things to keep you cool JANTZEN BATHING SUITS

White Duck Pants,
White Flannel Pants,
Polo Shirts, Silk and Cotton,
Straw Hats,
Sport Shoes,
Silk Underwear.

Have you all these? If not, call at

F. J. YOUNG & SON,
"The Clothiers,"

Hinsdale - New Hampshire

IT'S ALWAYS COOL AND COMFORTABLE

GARDEN

TWICE DAILY—2 & 7.15

SATURDAY, SUNDAY,

HOLIDAY—

CONTINUOUS

THEATRE, GREENFIELD

**4 DAYS—Starting SAT., June 28
and Sun.-Mon.-Tues.—DOUBLE PROGRAM**

Belasco's Famous Stage Success, "LADIES OF THE EVENING," Now

"LADIES of LEISURE"

With a Mighty Cast—and what a cast!

LOWELL SHERMAN BARBARA STANWYCK RALPH GRAVES

ADDED FEATURE

COMEDY

"CRAZY THAT WAY" "SUGAR PLUM PAPA"

All-Star Fox Feature
Comedy and Drama

MOVIE NEWS

EXTRA—MIDNITE, JULY 3—SPECIAL PREVIEW SHOWING
"With BYRD at the South Pole"

GREATEST PICTURE EVER MADE

RESERVED SEATS—SAME GARDEN PRICES

Wanted—More Luxuries

A new diversion is needed to keep up prosperity, according to Page Golsan of Ford, Bacon & Davis, Inc., nationally known engineers. "Fifty years ago the average person worked 12 hours or more a day to produce just enough to keep body, soul and family together," he said. "A good suit of clothes perhaps took one hundred men hours or more to produce—including sheep herders, wool cutters, spinning, weaving, etc. Today the whole affair perhaps involves one-tenth of that time, or even less. We can produce all forms of the necessities of life at but a fraction of the labor formerly required."

Off hand, on this basis, Mr. Golsan observes that it would seem that we should all be working only about one hour per day instead of eight. And that would be the case, were it not that the other seven hours are used in producing the things that make for "increased standards of living." We work more hours for autos, radios, movies, fruits and vegetables at all seasons, steam heat, tobacco, comfort, tiled baths, etc., than we do for plain food, raiment and shelter.

Employment is governed by supply and demand and so-called unemployment measures "thought up over night" are temporary—often only for political ado, relates our philosopher of business. He continues as follows: "We must face the facts that the supply of labor has been increased by labor-saving devices. Fortunately, so far we have created enough new living standards and diversions to cause a demand for labor in making them, and we have had prosperity. The problem today is to maintain new demands for labor equal to or ahead of the constantly increasing stream of released labor. We have started this state of affairs and we must keep it going. If we stop, we must realize that if all of us expect to work it can be only for a few hours per day."

"Scarcely an industry exists but that engineers can show ways of further saving labor. Many major programs of these betterments are scheduled for 1930 and 1931. The release of labor from today's processes will continue to increase. The demand for labor must also increase, and this demand will come from new industries. These new industries must be based on further luxuries, amusements, pleasures, comforts of life, etc. We cannot produce any more necessities. We cannot eat any more than just so much, but we can eat better food. We cannot sleep in more than one bed at a time, but it can be a better bed. The resourceful must think up new industries—ones that will be to the nineteenth centuries what the auto and the radio were to the twenties."

High School Alumni Meeting

The annual business meeting and dance Wednesday evening was a very enjoyable affair, as all these occasions are, though there was not as many of the alumni present as expected. At the business session the following officers and committees were elected: President, Dr. Richard Holton; vice-president, Seth Field; treasurer, Dean Williams; secretary, Ida Sheldon; executive committee, Donald Williams, Polly Parker, Leon Dummell, Ethelind Sheldon; nominating committee, Lawrence Hammond, June Wright, Sara Kendrick, Marion Webster and Lewis Wood.

Lang—March

The home of Earle W. Makepeace on Warwick avenue was the scene of a pretty home wedding Wednesday afternoon at 4 o'clock, when Miss Gertrude March and Henry Lang of Springfield, were united in marriage in the presence of immediate friends and relatives of the bride and bridegroom.

The ceremony was performed by Rev. Dr. Bennett, pastor of the Carew Street Baptist Church of Springfield, assisted by Rev. George Makepeace of this town, beneath an arched canopy of greens and roses. Mrs. Earle Makepeace, sister of the bride, was matron of honor and Earle Makepeace served as best man. The wedding march was played by Master Gershom Makepeace. Guests were served refreshments on the lawn following the reception.

Mr. and Mrs. Lang are spending a week or more in the Highlands. They will make their home in West Springfield. They have many friends in that city. Mrs. Lang has been with the Massachusetts Mutual Insurance Company for some years and Mr. Lang is the junior deacon of the Carew Street church.

The Garden Theatre

The final showing of the double-feature program, Evelyn Brent in the melodrama, "Framed," and Grant Withers and Allen Pringle in "Soldiers and Women," will be given today.

Starting tomorrow, for four days, Saturday, Sunday, Monday and Tuesday, comes the famous Belasco stage success, "Ladies of the Evening," made over into an all-talking screen hit called "Ladies of Leisure," with about as fine a cast of players as ever talked through a microphone: Barbara Stanwick, Ralph Graves, Lowell Sherman, Marie Prevost. This famous sophisticated story of New York night life is considered to be one of the greatest stories ever written and is presented likewise by a splendid cast of players. The companion picture will be the Fox Mometone musical comedy drama, "Crazy That Way," a comedy and the Hearst Tone News will be shown.

Coming attractions: Next Wednesday (for three days), "The Golden Calf," with El Brendal; a story of the great outdoors. "The Call of the West," with Matt Moore and Dorothy Revier—and for the midnight preview, a special presentation of the historic epoch, "With Byrd at the South Pole," which was two years in the making. Seats will be reserved and prices will be the same—no increase. Order by phone, Greenfield 1200.

From Mexico City to Chicago

An outstanding achievement of the current motoring season was recorded here recently with the arrival of J. M. Griffith from Mexico City, in 128 hours running time, in a 1922 Chevrolet touring car with five passengers.

Although nearing 64, Mr. Griffith drove every inch of the distance himself. After stopping off here for two weeks, he proceeded to Detroit, where he inspected several automobile plants and the General Motors proving ground, and then was impatient to be off on the long trek home to resume his occupation as mechanical engineer. Leaving Mexico City on April 30, the party covered the 929 miles to the border, crossed at Laredo, and proceeded to Chicago and Detroit with no mishaps other than two stop-overs, one for tire repairs and one, at San Antonio, for carbon removal and replacement of three exhaust valves in the eight-year old car. The log of the trip, as reported by Mr. Griffith, provides statistics of interest to those contemplating a lengthy tour this summer:

Distance (Mexico City to Chicago), 2,514 miles; running time, 137.5 hours; average speed, 18.28 miles per hour; gasoline consumption, 96.6 gallons; miles per gallon, 26; cost of gasoline, \$33.75; oil and greasing, \$6.25; repairs to car, including tire repairs, \$11.50. The total cost of transportation, exclusive of meals, hotel expenses and personal items, was \$51.50, or at the rate of one-third cent a mile for each person in the car.

Despite the age of his Chevrolet, Mr. Griffith said that he started on the tour with no doubt as to the venerable old-timer's ability to cover the distance without trouble. In driving around Mexico City, prior to the start of the tour, the car was constantly being called upon to climb mountain passes up to 12,000 feet.

The speedometer had registered 28,000 kilometers before leaving Mexico. After spending several days in Chicago, following his return from Detroit, Mr. Griffith nosed his car toward the South and started out on the return trip as nonchalantly as though his destination were only a few miles out of town or his car were a new 1930 six-cylinder model.

"Underwear" is a Smart Word

We'll have you to know that there's a great difference between underwear and lingerie (that word that the sales girls so frequently and so wrongly insist upon pronouncing as "lon-jers"). Nowadays, if you please, underwear is the smartest of the two. Of course, we aren't talking about long legged union suits, but of those perfectly stunning, dured cotton sports pieces usually made with little shorts and shirts. Sometimes with shorts and brassieres. They're ever so much more swanky for active or spectator sports than fluffy, inconsequential little chifon things. The material is very porous and absorbent, and has a lovely soft sheen. Moreover, these little garments are twenty per cent stronger in texture than old-fashion cotton, and naturally will wear correspondingly well.

FORD PRICES REDUCED

Again Ford has given the public the benefit of a price reduction, this reduction being due to the tremendous volume of sales the Ford Company and Ford dealers are having.

The new Ford today is by far the lowest priced car in the market, is unquestionably the most economical car to run, and has the highest re-sale value, as a used car, of any car built. It has unlimited power and speed, is an easy riding and handling car and of unquestionable quality.

The proof of these facts are more and more evident every day. The number of people of good car judgment and sound common sense who are purchasing Ford cars is increasing daily. Incidentally, a large proportion of these purchasers are people who could easily afford a higher priced car.

GUARANTEED USED CARS

- | | |
|--|---------|
| 1 1929 Sport Roadster | |
| 1 1929 Sport Coupe | |
| 1 1929 Closed Cab 3/4-Ton Truck | |
| 1 1929 Closed Cab 1/2-Ton Truck | |
| 1 Jordan Sport Roadster | |
| 1 Chevrolet Coupe, excellent condition | \$60.00 |
| 1 1925 Ford Touring | \$20.00 |
| 1 1925 Ford Sedan | \$60.00 |

WASHING POLISHING SIMONIZING

Spencer Brothers

Northfield, Mass.

AVOL

Thousands of prescriptions for this remarkable formula were filled by druggists last year; over 20,000 physicians, dentists and welfare nurses recommend and endorse A-Vol as a harmless, safe, rapid relief for pain, depression, fever, cold, flu.

A-Vol stops pain in headaches, neuralgia, dental pain, rheumatism. You can now get A-Vol in handy tubes of 12 tablets for 15c, 20 tablets for 30c, and medicine chest size \$1.00, at any prescription druggist. Try A-Vol next time.

Contains No Aspirin or Other Heart Depressant

Headaches! Colds! Neuralgia! Dental Pain!

When SHE drives ---
no tire can be too good



"Ladies' Choice"

is a GOOD YEAR backed

by our prompt, polite service

We pride ourselves upon the increasing number of women drivers who drive in for our service. Courtesy, cleanliness and quickness, we know, appeals to them.

Without question, also, the ladies much prefer Goodyears—they tell us they've found them "more reliable," they "feel safer" on Goodyears.

Consult us, without obligation, as to the most economical type of Goodyear for YOUR driving.

New HEAVY DUTY

Strikingly handsome! A big, stout tire with an extra-thick, extra-safe All-Wer-her Tread over 6 piles of sturdy SUPERTWIST Cord—selling at ordinary heavy duty prices!

Phone 173 for Prompt Service

The Morgan Garage

Northfield

Massachusetts

Here, Too, More people ride on Goodyear Tires than any other

B. J. Michelman

With Headquarters at 265 Main St., Greenfield, Feature High Grade Clothing for Ladies and Misses, Men and Young Men's Furnishings, and a Complete Stock of Millinery.

This establishment is as attractive a store as one would find in this section of the state. By wise and efficient buying and keen foresight on the part of the manager it has grown to be a real shopping center for ladies and men of fastidious tastes. It can truly be said that this is the modern style headquarters for people in this district.

All garments are made of excellent materials, correctly tailored and has that pep and dash about them that gives the wearer the confidence of a well dressed person. At present they have an extensive line of the latest materials in the popular shades that are so popular for the season's wear.

This establishment has selected the nationally known brands of clothes, that has been recognized all over the country as the originator of good values and correct styles, to introduce among their many friends and patrons.

All discriminating ladies have a rare intuition of how to wear clothes so as to appear at their best at all times. They show tact in selecting the most becoming lines so alluring and graceful to the wearer. This shop distributes the styles approved in New York, originated by the best designers in Paris, the world's style center. The ladies who select their clothing here are conceded to be the

best dressed women, they have an air of distinction and individuality.

An excellent display of millinery in the latest styles and colors can be seen here. To say the least the hats featured here are as select as any styles that can be seen in the smartest circles in the largest cities and watering places. They have an air of refinement and styles that are unusual.

This firm has always been closely allied with the large business interests of this community and in making this review we wish to compliment them and direct your attention to this establishment as one of the most reliable in this section of the state.

Weldon Hotel

Located at 54 High St., Greenfield, Is One of the Most Popular Hotels in This Part of the State—Noted for Excellent Meals.

The Weldon Hotel is serving the public in a very efficient manner. They extend the most cordial hospitality to each guest and the friendly atmosphere soon makes one feel that they are enjoying the comforts of home in a strange city.

The courteous and efficient service is an outstanding feature of this modern hotel, in fact anything that contributes to the comfort and happiness of the traveling public is at their command. Close attention has been given to the decorations and furnishing of the hotel. It is decorated in a way to make it as cheerful and attractive as possible with a thought to the comfort of the patron.

Since the early stages of civilization there has been an ever-increasing demand for accommodations for the traveler, until now there is no greater necessity than the modern hotel.

The proprietor has had many years experience in hotel management and has learned that the business people who are forced to live away from home prefer a hotel portraying a homelike atmosphere. Every courtesy is extended to unescorted ladies. If you find it necessary to remain in town over night we heartily recommend this hotel as an ideal place in which to remain.

The rooms are pleasant and well ventilated. The linen and towels are spotlessly clean, in fact one is impressed with the orderliness and general appearance of the rooms and attendants.

This hotel is conducted on both the American and European plan. Those who find it convenient to dine here will find the service most satisfactory.

The menu consists not only of the prime necessities of life, but many delicacies are offered that are inviting and tempting to the taste of the most fastidious.

The rates of this most complete hotel service are very reasonable. In making this review of the onward progress of this community we cannot refrain from calling attention to this institution that has served the public creditably for a great number of years.

J. C. Munyan Co.

With Store at 292 Davis St., Greenfield, Features a Complete Line of Furniture and Floor Covering—One of Most Modern Stores in This Section.

Visited by many people from this section is one of the leading centers in furniture business in this section, carrying an extensive stock and offer the public a service that has no superiors.

Under the direction of men who have a wide acquaintance from people throughout the community—known as the makers of happy homes—have been serving the people over this territory for many miles around.

One of the important features of the business life of any community is the outfitting of the home. In this respect let us direct your attention to this popular store.

When they started in business they decided that the best would be none too good for their customers, and they have conducted their large establishment on this policy ever since. They are prepared to furnish your home complete, and their stock includes the moderate or the more expensive designs, whichever you desire. They can furnish you a setting of any period and their ability to fit you in the furniture line is only limited to the various styles turned out by the American manufacturers today. If you are contemplating the furnishing of a room complete or if it is only one or two pieces that you want you will be able to find the right thing here.

When you call at this popular store you will find the proprietor and assistants courteous and accommodating and you will know that the prices denote real and true value for this store has established a reputation throughout this section for fair dealings to all.

Service is the watchword of this store which has been responsible for the phenomenal growth in business. They can furnish you with anything you desire in the furniture line and the management of this store has made a study of furniture during all the periods of history, being thoroughly familiar with the settings, also can furnish the little necessities to correspond with the style in which you desire to furnish the room or house.

We wish to compliment this popular company upon their activities in the business life of the community and their progressive store.

Greenfield Buick Company

Located at 23 Miles St., Greenfield, Features Buick Sales and Service—Is Prepared to Give Service Promptly at a Minimum of Cost.

The Buick, always a car of exceptional merit, is now being displayed by Greenfield Buick Co. They are a delight to the eye as well as a wonderful mechanical achievement, smooth, quiet and powerful they are a delight to the owner.

In many beautiful color combinations, with rich upholstery, they are the last word in comfort and appearance.

The great army of Buick owners, who have year after year awaited the arrival of new and finer models, are testimony of their worth.

Buick service especially is to be considered when buying a new car. To satisfy the owner is the creed of each dealer. To serve him courteously, promptly and efficiently, to give a maximum of service at a minimum cost is assured.

Buick service stations are thoroughly equipped with everything possible for satisfactory and prompt work, skilled mechanics, familiar

with every phase of construction are employed there. Genuine factory parts and special factory tools are at hand for any emergency.

The highest degree of travel security can be enjoyed with these cars—regardless of their reasonable price. Buick can compete with any car on the road in beauty, durability and richness.

This firm can be depended upon to extend any courtesy to motorists. Visit their show rooms and service department and see for yourself the high quality of efficiency for which the place is justly noted.

A demonstration will be gladly given and estimates on your present car furnished. Liberal allowances are one of the policies of this firm.

Socially and in a business respect this firm enjoys an excellent reputation in this community. Public spirited and obliging, they are worthy of your regard as well as your patronage which they solicit.

Central Beauty Parlor

At 207 Main St., Greenfield, Features Shampooing, Marcelling, Facials, Bobbing, Finger Waving.

Central Beauty Parlor features all the latest approved methods of beauty culture, and is patronized by all discriminating ladies in this city and surrounding territory.

The Central Beauty Parlor represents the last word in appointment and modern equipment. It is under the personal direction of a manager well versed in all branches of the profession.

They keep in touch with the latest inventions, newest and best methods, approved by the beauty specialist, so are well prepared to render their services in a scientific manner that will assist greatly in retaining the beauty of youth. All equipment is selected with a thought of the comfort of the patron as well as the convenience of the operators.

Marcelling and scalp treatment are done by specialists.

Manicuring and hair cutting are neatly done. Facial treatments are a specialty and all operators are adequately prepared to aid in any form of beauty culture, including wrinkle removing and tissue building. When you have left this shop you feel rested, you are not hurt and feeling like a martyr for the sake of beauty.

Robert E. Pray and Company

With Headquarters at 143 Wells St., Greenfield, Features High Grade Brick Manufacturing—See Them for Prices, They Are Very Reasonable.

Robert E. Pray & Co. are manufacturers of high grade brick which has been of such a uniform quality that they find a large and ready sale.

Many homes and buildings in this vicinity have been furnished with these brick. This company offers the best grade products and has aided in the upbuilding of the community.

Commendable publicity and valuable advertising is given our community by this progressive firm. Their operations are of a most extensive nature and add to the commercial efficiency and attractiveness of the community.

The tendency to build better homes and buildings than in the olden days is very marked, as we are now building for the future. The beauty of

brick construction as well as the lasting qualities is constantly increasing the demand and this industry has prospered beyond expectations.

The advantage of building with brick is self evident as it reduces the cost of insurance, lasts forever, and the first cost is the last cost, as it requires no painting or upkeep and in time is the cheapest.

It may be well to add that this is one of the best equipped and one of our best conducted concerns. Realizing the increasing demand for better built homes and public buildings, they have equipped their plant with the latest and best machinery for the production of better grade products, which have always found a large and ready sale.

It is not every community that has the advantage of the location of a

progressive concern, whose commercial activities are confined to these interests. This section is indeed fortunate to have such a progressive firm to serve us in the brick line; it adds in no little way to the progress and prosperity of the community.

The management of the Robert E. Pray & Co. has had experience in the brick industry and has witnessed the advances in this field. Through their wide experience and comprehensive knowledge of every branch of the business, they have kept thoroughly abreast of the times and turn out a product with a reputation for superior quality.

We wish to call our readers attention to this progressive firm and suggest that the next time you are in need of building brick, give their's a trial.

Greenfield Electric Light and Power Company

With Headquarters on Federal St., Greenfield, Serves the Public in a Very Satisfactory Manner—Has Been Instrumental in the Rapid Development of this Section.

Greenfield Electric Light & Power Co. has long given satisfactory service to the people of this community at a very reasonable rate, in fact it has always been an asset to the district for as soon as they extend their lines property values are sure to increase.

Nothing is more essential to the industries and comforts of the people in this day and age than electric service. Imagine if you can electric service being suspended; factories would be idle, shops and trolley lines would be crippled and all the electric appliances which are so much in use and indispensable to so many people would be useless. It is the task of

this concern to keep continuous service that these things cannot happen and they have done this admirably.

The power plants of this company are fitted up in the most modern manner. They generate electricity for light and power in the most economical process, making it possible to furnish service at a much lower rate than would otherwise be possible.

The gas service where it is available, is kept on the same principle. A steady flow of pressure is always at hand for heating and cooking. The management has been vigilant in keeping the equipment fully abreast of the times and has added modern devices for the better transmission of gas to their customers.

The management and employees are making a continuous study of new developments in the gas and electric field and are always glad to assist anyone with information in regard to equipment that is in their line. Just drop in and consult them about your problems and see how anxious they are to please you. They can and will furnish you with data of the cost of installation, operating costs and the results you will obtain.

No other company has been as instrumental in the progress of the community as the Greenfield Electric Light and Power Co., as this company can justly lay claim to having done more good for this section in the past era than any other public utility.

The Newhall Studio

Located at 278 Main St., Greenfield, Is Noted for Its High Class Work—Features Commercial and Portrait Photography.

This is one of the most progressive establishments in this section and is equipped with the latest mechanical devices for the purpose of doing high grade work. The proprietor has especially prepared his studio to take care of his customers who desire the very best photographer.

This studio has an excellent reputation for the high class work turned out; for the prompt and courteous attention shown in each and every particular. They furnish your photograph in the most up-to-date manner, insuring the best at all times.

Their prices are in reach of everyone. All telephone appointments will be promptly taken care of. The proprietor has established a large and substantial patronage from the people of the city and surrounding territory.

This studio makes a specialty of family groups and taking of children's pictures. Every photographer knows that it is indeed a delicate test to make an artistic family picture.

Every woman loves a picture. Photographs have always been more than a mere gift sentiment. A birthday photograph, for example, always delights because of the sweet significance of the occasion as well as the regards and the enduring quality of the gift itself. So when you give, let your gift fulfill that existing desire for something pretty.

The proprietor has always been a hooster for the community and through his efforts much out-of-town business has been attracted here. We take great pleasure in recommending this popular studio to all of our readers.

ed, you are not hurt and feeling like a martyr for the sake of beauty.

Their parlors are a center for people from every walk of life because of the courteous and satisfactory service given to each individual.

We are glad to recommend this beauty parlor as a place where discriminating ladies may secure expert treatment in all features of beauty culture.

Bernhard Dirks, Architect

With Offices at 278 Main St., Greenfield, is an Architect Who Has Designed Many Beautiful Homes and Buildings in this Section of the State.

He has prepared himself thoroughly for his profession, his education including a Bachelor of Science degree from the University of Illinois, a Master in Architecture from Harvard, and further study and travel abroad. Among his many distinctions is a medal awarded by the American Institute of Architects "For General Excellence in Architecture." His earlier work was done in Illinois; his Greenfield office was opened in 1926.

During the short period of his activity here he has proven his ability in his chosen profession by many examples of excellent work,—work which only a master could accomplish. Many fine edifices, schools and beautiful homes are an affirmation of his artistic ability. The buildings are convenient, perfectly adapted to their special use and characterize all the beauty and dignity that only an adept can produce.

Not a little of Mr. Dirks's work has been done outside of Greenfield and even out of the state. Most of this for people who on passing through Greenfield admired some particular building, inquired for its designer, and so became acquainted with him. And because these have usually been well acquainted with "big city" architects, this preference of theirs for the architect located in a small town is a perfect indicator of the fine work done by this Greenfield man.

Smith college of Northampton has in the past engaged Mr. Dirks's services. He is consulting architect for the Deerfield Academy for all the

building this nationally known school is now doing—he has designed what the superintendent of schools of Turners Falls calls his model classrooms.

It is essential that the best material is specified and the work is properly executed. Therefore an architect is an absolute necessity. Being conversant with the best materials and proper building methods, he is able to supervise the work and see that specifications are correctly and accurately followed.

This reliable Greenfield architect is thoroughly familiar with all the various styles of architecture and can draw plans that will conform to all the modern building requirements and still be exactly what you desire. Every detail is handled in an efficient and admirable way.

Let him help you solve your building problems, regardless of the type of building you desire—theatre, factory, church, office building, simple dwelling, or fine estate, the work is handled in such an expert way that you will marvel at the completeness and efficiency.

There is no firm that has done more for the modernization of this section than this one, as is evidenced by the popularity that it has won. This architect early realized that a satisfied customer was the best advertisement and consequently he is holding the old customers as well as gaining new ones daily.

We wish to recommend him to all our readers who may be in need of his expert service.

Alert advertisers as here represented are worthy of your patronage and safe dealers to trade with for reliable merchandise.

Franklin Savings Institution

Located at 332 Main St., Greenfield, Features a Very Complete and Substantial Banking Service—Has Long Served the Public in a Satisfactory Manner.

Franklin Savings Institution is among the strongest financial institutions of this part of the state and has greatly aided in the industrial and social progress of the community. One will not find a more substantial and sound banking system than is practiced here. Local residents and people of the surrounding territory have every reason to feel justly proud of this progressive establishment.

The stability of this bank is always to be relied on. It truly serves the public in all ways possible without being careless and non-conservative. The most progressive citizens are patrons and owe, in a large measure perhaps, their success in life to the advice given by the staff concerning investments and business in general.

An institution of this kind, as well

as an individual, has character built through its years of experience. The difficulties overcome is another step toward perfection and idealism. The trustees of this bank are men of mature minds, their experience has been attained with careful study of modern banking methods and difficulties mastered and even now, they are ever alert keeping abreast of the times. Their seasoned judgment, dependability and accuracy in handling details are at your service.

The history of this bank shows that they have served the patrons faithfully and wisely. The same consideration is given to each depositor, whether they are people of wealth and attainment or a child making his first deposit.

Loans of reliability are cheerfully given and any sound progressive movement which needs financing is

looked after in a businesslike way. Customers of this bank are indeed fortunate in being able to enjoy the benefits of an institution which, from the standpoint of financial service, represents ability, strength and resources, that are unsurpassed anywhere in this section of the state, a bank whose financial assets place it in a position to take care of legitimate business problems in a most satisfactory way.

The interest department is an attractive feature of this bank. They pay liberal interest, encourage thrift and help make saving easy. A dollar started here in a savings account has started many a man on the road to success.

This is a bank for ALL the people—they contribute substantially to every customer. They desire your patronage.

Greenfield Granite and Marble Company

Located on Miles St., Greenfield, Feature Designing and Building of all Kinds of Monuments—Have a Large Stock of Finished Stones.

Greenfield Granite and Marble Company is headquarters for "Monuments of Quality." This is where the highest grade of art work is executed. They excel in all branches of memorial work. "Mark Every Grave" and pay a tribute of respect to your loved ones.

In selecting a family memorial this firm can show you memorials built on the basis of quality, embodying both durability and good appearance and in both these qualities imperishable materials are used in construction.

The same painstaking care is given the purchase of a headstone from this firm as a monument or mausoleum. The stock which can be seen at this establishment is always comprehensive,

because this firm buys in huge quantities in every style and material available.

When one builds a house, business structure or any other building they usually consult a competent architect to draw up and make their plans for such a structure so that it will be artistic and in harmony with its surroundings and location. The same care and careful attention should be taken in the selection of a monument or memorial. This firm is considered competent and very capable designers of monuments and art memorials and will be glad at all times to offer expert advice, plans and suggestions along these lines to all interested in high grade work of this kind.

As designers this popular company

has achieved a well merited reputation, the designs being original and artistic and they are ready at any time to submit designs for all classes of work in the line as well as to faithfully execute to the letter any special designs submitted to them.

They have the latest and most modern appliances. This includes the best equipment which enables them to produce the finest grades of work in the most expert and finished manner. In fact, this company is known far and wide for the artistic quality of its work.

This firm can meet all requirements from the headstone to the most elaborate memorial. Their aim is to satisfy and they will figure with you or help you select something that meets your desire and needs.

Jerome J. Shea, REAL ESTATE INSURANCE

With Offices at 8 Osgood St., Greenfield, and 36 Third St., Turner Falls, Feature a Complete Service in Real Estate and Insurance.

Jerome J. Shea is introducing many new policies that will be interesting and beneficial to all members of the family.

Before the advent of insurance one's fortunes were subject to various disasters, but with these insurance companies at our command, wealth has been stabilized. The clients are now protected. Regardless of the diversities of our fortunes, we can rest assured that they are provided with the best protection that can be secured. We can trust to luck, but there's no way to guard against misfortune, such as tornado, earthquake and such forms of sudden destruction. The only way to feel safe is to be insured against loss.

This well known insurance company has a reputation for efficiency and courtesy in handling their large volume of business. They offer services of the very highest type and the most comprehensive information

is returned for your every inquiry, whether you happen to be a patron or not.

Whether it is fire, liability, farm, automobile, accident or life insurance that you desire information for, they will be glad to help you select the policies you desire, and you can be assured of the reliability of the company they represent.

They also feature an excellent service in city and suburban real estate, both residential and commercial property. They are rendering a most comprehensive service, and enjoy a large patronage from all surrounding territory. This is where the buyer and seller meet at a profit.

One of the most essential qualities of successful operations in real estate is a complete knowledge of the business. Another is the inherent ability to bring deals to a successful and satisfactory close. This office is in charge of men amply endowed with the above attributes, it is evi-

denced by its successful operation throughout this section of the state.

Be prudent in your selection of realtors, scientific selling is born of scientific knowledge. Here you will come in contact with men who are exceptionally well versed in the business.

Drop in at any time and discuss your problems with them. If you are thinking of a property transfer or have money you would like to put in a good, safe investment you cannot do better than discuss the matter with this authority on real estate values.

This firm is personally interested in the progress of the community and are always anxious to discuss the advantages of this section and to learn of any manner in which the home conditions may be improved. They have been tireless in their efforts, straightforward in their dealings and reliable in all of their business transactions.

George V. Corsiglia Plumbing - Heating

Located at 10 Federal St., Greenfield, Features Silent Automatic Oil Burners—Electric Furnace Man, Copeland Refrigerators and Milk Coolers.

The Silent Automatic Oil Burners are a boon to the housewife for with these burners there is not so much cleaning to be done and the temperature is kept at an even heat automatically. One can produce just the kind of weather desired and the home becomes attractive and the favorite place to stay. One can have the heat of the tropics, the temperature of the temperate zone or the colder climate, just as desired.

The Silent Automatic really is entirely automatic. It is economical. Governed in every phase of its quiet operation by the thermostat control which stands watch like a living sen-

tinel at your furnace door, and gives you constant comfort, quick heat for sudden cold and mild warmth for mild weather.

These burners are made in all sizes for all sizes of homes and buildings and they will be glad to figure with anyone upon the immediate installation so that everything will be ready for the north wind.

Mr. Corsiglia will send a heating expert to your home who will figure out mathematically your needs and make a survey of the place so that there will be no question about the success of the change.

Mr. Corsiglia has given special

study to the plumbing problems and will be glad to help you with any suggestions. He is able to lay out the work so everything will be convenient and will look attractive.

All work is guaranteed to give complete satisfaction. The prices are reasonable, within the reach of all. If you are thinking of having any work done in his line it will be to your advantage to get in touch with him and discuss prices and plans.

He is a man of highest standing in the community and takes an active part in any civic movement for the public betterment. He invites your patronage.

G. L. Merriam Company, Inc.

Situated at 14 Ames St., Greenfield, Features Prest-O-Lite Batteries and Service—Goodyear Tire Service—Thermoid Brake Service—Storage, Greasing.

G. L. Merriam Company typifies the ideal service to the motoring public, always ready to give prompt and satisfactory service, regardless of what type of work that you wish done. Whether it is greasing service, tire service, repair work or just gas and oil, it is expertly taken care of in this progressive establishment. In the repair department there is a staff of well trained mechanics—every one an expert in his particular line. They are familiar with all makes of cars which enables them to render a fast and reliable service and at the same time do the work thoroughly.

The garage is equipped with all the modern devices to aid in any automotive repair work, or even rebuilding. They have a free examination department where your car is gone over by an expert and advice given if there is any repair needed. This is a courtesy extended to the public and does not place you under any obligations to the management.

A car greased, washed and gone over regularly preserves the life of the motor and keeps the car looking like new, besides being more depend-

able on the road when one is naturally in a hurry to reach their destination.

This shop is conveniently located and commodious enough to give excellent service to the local patrons as well as the traveling public. They understand that you are at considerable inconvenience when you have to leave your car in their garage, and they do their best to get it out for you as quickly as possible. When this concern started in business they decided to give every auto owner the advantage of metropolitan service, and with this idea ever in mind they have gained a reputation in this community second to none.

The fact that this service is so comprehensive is a great convenience to the public, for no matter what you may desire you do not have to run around from place to place to have the work completed, but just call them over the phone and they will take care of your needs in an expert way.

We are pleased to compliment them in our industrial review and recommend them as a very reliable place to have your work done. They desire your patronage.

Baldwin - Starkey Radios

With Headquarters at 74 Federal St., Greenfield, Features High Grade Radio Sets and Supplies—Noted for Excellent Service.

This is indeed Radio Headquarters for this section. Anything purchased here, with this firm's recommendation is of the best quality—not an aggregation of parts in a good looking cabinet.

The models displayed here are the ultimate in engineering refinement; they are products worthy of special attention. They have many features to fascinate the music lover. The pure musical notes are flawlessly reproduced in a tone quality that challenges the performance of the living artist, from a whisper to the mighty crescendo, both without distortion.

The radio is offered in many strikingly handsome cabinet designs which bear the impress of the world's finest artistry. There are many sizes with special prices to make your selection from.

Proper installment is essential to the best results, so the management has secured special trained mechanics to install the set, and no sale is complete without a critical test by these radio engineers. All you have to do is telephone Baldwin-Starkey and they will give you a free demonstration in the quiet of your living room.

The service department is under the direction of an expert with technical knowledge, well versed in all the latest and newest developments in the radio field and he is willing to help solve your radio problems in a scientific way.

Their services are always available for aerial repair and installation, general repair work and parts replacement. They use only the standard accessories, knowing that a good set can be damaged by the doubtful quality of the parts.

In this review we are glad to compliment this progressive firm upon the foresight displayed in establishing a service of this kind in this section. An occasional visit to this popular store is an advantage that one would enjoy.

F. I. Webster Co.

Located at 377 Main St., Greenfield, Carries a Complete Line of Hardware for the Farm and Home—Builders' Hardware.

F. I. Webster Company are extensive dealers in high grade builders' hardware, high grade paints, supplies for the home, and everything pertaining to an up-to-date store of this kind. It is a well-known fact that there is no one institution in the community that has met with greater favor with the public than this well known establishment. By reason of the fact that the management has had wide experience in every feature of this business and because of their comprehensive knowledge of every branch of the trade, this establishment has continued to witness an increase in the number of patrons.

This company is known throughout this section as one of the leaders in the hardware business. The immense volume of business, the tremendous prestige of their experience of years as a prominent firm in this line, the practical knowledge that has won for them the recognition of the country at large and the patronage of thousands all add to the progress of the community in which their establishment is located.

This section is indeed fortunate to be served with all kinds of farm supplies and hardware. It adds in no little way to the progress and prosperity of the community. If you want anything in this line, telephone them, or call at their establishment, and when you have decided what you need you can depend on it that this well known firm will see that you get it.

This firm still specializes in rendering individual service to every patron. Courteous and efficient to a marked degree the managers have surrounded themselves with employees thoroughly conversant with every feature of the business, and as a result work moves along in a most satisfactory manner.

Ill Luck and Good Luck

It was a piece of ill-luck which directed Cecil Rhodes to South Africa, but it turned out luckily. Ill-health sent him to South Africa, physicians declaring that the climate of that part of the world would be beneficial to him and might save his life; whereas, if he remained in England he would be doomed to an early death. The climate not only agreed with him, but he was soon started on his career of "empire building" which finally made him one of the leading figures in the industrial world.

Sears & Roebuck

In the Heart of Greenfield, 102 Main St., You Will Find One of the Most Necessary Establishments in This Section—They Carry a Large Stock of Necessities for the Household and Farm.

Under the able management of Mr. Roth this store is becoming more popular with the people of this community daily. The service is very complete and satisfactory.

Some of the special features carried by this popular concern are All State Tires, Auto Accessories, Household Furnishings, Work Clothing, Sporting Goods, Shoes, Wall Paper, Paints, Washing Machines, Vacuum Cleaners, Barbed Wire and Poultry Fencing.

They maintain at the store an up-to-date service station where battery and tire service is given free.

A special department is set up for the convenience of customers in ordering merchandise not carried by the store. Miss Davenport is in charge of this department. Here you will receive courteous attention and

articles you may order will be quickly filled.

The appointments at this store are the very latest, all the display arrangements being of the latest type. Special attention is paid to seeing that the stock is kept in perfect order and good condition.

You will find that they give prompt attention to all customers. The manager and all of the assistants are familiar with their stock and trained to judge the status of customers and to show them what would be suitable to them—and not just everything—causing the customer to be in a maze of things, not knowing which to select, thus wasting time.

In making this review of our progress we cannot fail to compliment this concern as an institution that is an elemental factor in social, economic and business life of the people of the community.

Rivers Diverted From Beds by Fields of Ice

It is a long way from present-day floods along the Mississippi river back to the great ice age, but happenings of the latter period have considerable bearing on the trials and tribulations of the valley dwellers.

Before the great fields of ice worked their way down from the north, at least two rivers, the upper Missouri and the Yellowstone, flowed northeast and emptied into Hudson bay. With the advent of the sheets of ice, however, these two rivers were forced to run to the south, and their combined waters cut the gorge now followed by the Missouri through the Dakotas.

At the same time the Red river became a huge pond called glacial Lake Agassiz, with an outlet to the Minnesota river valley. Part of the watershed of the Red river became a permanent source of water for a river flowing to the south and the original head of the Missouri river. This river is now known as the James river. With the melting of the great ice dam, the Red river resumed its normal flow to the north, but the others continued to the south.—Exchange.

Music Students Excel in Alertness of Mind

One of the claims made for music is that it quickens the mental processes. This contention is right.

Students of music are invariably better advanced in the thinking line than those who have no interest in musical affairs. Furthermore, our association with musicians has caused us to marvel at the alertness of their minds when applied to problems other than music. At repartee none is quicker than the tongue of the musician. Von Bulow's wit, for example, was instantaneous. His rivals could never get the best of him. Of one of William Sterndale Bennett's compositions he once said: "It is so much like Mendelssohn that one might have thought Sir Julius Benedict had written it." Of Mascagni he said: "He has in his predecessor, Verdi, his own successor, who will live long after him." Once when sailing on an ocean liner he looked longingly at the musicians and remarked: "How lucky those fellows are? They can eat their lunch without music."

Von Bulow was only one of thousands of musicians whose wits have sparkled continuously.

World's Coal Fields

North America, Europe and Asia have the greatest coal fields in the world. The coal fields of China are vast and of great promise, but are still practically untouched. North America surpasses all the continents in the extent and variety of its fuel supplies and the United States leads the world in coal production. There is little prospect of any country surpassing it before that far-distant day when the great coal fields of China are well opened. The coal resources of the United States are 51.9 per cent of the total for the entire world, which in 1925 was estimated at 7,685,900 metric tons.

Climate Study Also

Brattleboro Trust Company

At 122 Main St., Brattleboro, Vt., Features a Very Efficient Trust Service
in Addition to Their Regular Banking Accommodations
—Has High Standing in Financial Circles.

This is one of the strong financial institutions of this city and section, and numbers its friends and patrons throughout the territory.

Having served the people of this community as their financial depository as well as in trust and deposits it is not strange that this institution is recognized as a financial establishment exercising good influence upon the commercial and industrial life of this locality.

They have been conservative while keeping step with modern progress; they always have the greatest consideration for their patrons' needs, and the affairs of this institution have always been in the hands of men of experience in financial and trust matters.

Operating upon a conservative policy they have always been a leader in all matters that promised the progress and expansion of the commercial and industrial organization of

this section of the state.

This financial institution is organized to officiate in any trust capacity and has charge of handling many estates both large and small. This concern officiated in this capacity is in a better position than an individual to render impartial and efficient service. It is organized for this service and endeavors to see to it that no excess taxes are paid; that matters are not delayed through illness, vacation, but that the interest of every person concerned is carefully guarded and efficiently served. It is always wise to name as trustee a corporation rather than an individual in all trust matters regardless of their nature.

While we dislike to acknowledge the fact even to ourselves, frequently relatives or friends appointed to act as administrator of an estate mismanage money and properties, permit court litigations that are unnecessary and briefly lose much money for the

estate and money that heirs are rightly entitled to have.

It is said that the average life of an unprotected estate is less than ten years. If you make a will and appoint this trust company your executor and trustee you will be protecting your estate and you will know also that your wish is being carried out to the letter and with justice and fairness to all.

Interest is paid on savings deposits and it is equipped to render the most highly satisfactory banking accommodations. Its teller and clerks are courteous and efficient, receiving the deposit of one dollar with the same magnanimous service that is extended to the largest corporations. They transact a general banking business and offer a complete and comprehensive service. In reality all of the important features of modern and reliable bank and trust service are at the command of the customers of this institution.

Blassberg Brothers

Located at 5 Second St., Turner Falls, is Known as the Garage of a Million
Parts—Feature Many Bargains in Good Used Cars—Murray Tires.

Blassberg Brothers have parts for all makes of cars, as fenders, brake lining, radiators and second hand tires and tubes. They can save you twenty to fifty per cent on new parts and fifty to seventy-five per cent on second hand parts.

This is a firm that is furnishing an excellent service in a business every one should support. They offer an opportunity to make great savings on used parts for automobiles.

Featuring a prompt service on mail order business from the surrounding territory. Ninety per cent of all parts are as good as new.

In past years when an automobile became worthless it was junked and nothing more thought of it. Now this is not so, for companies like this one have been formed whose sole purpose is to salvage automobiles.

They tear down and utilize the parts in various ways. By doing so they save the cost of producing these parts again, which releases material and labor for the production of new

parts and for new cars. There are many parts of an automobile that show but little wear after years of service and while they can be broken and are in many cases, they scarcely ever wear but. This places on the market these parts, practically as good as new at prices that are much under those of new ones. This accrues to the benefit of the motorist, and this fact alone is causing wrecking companies such as this one to increase in popularity each year.

They have a large stock of parts for all cars and if you need parts it will pay you to call and in all probability they will be able to supply your demand and fix you out in the best shape and at prices much under the price of new parts.

We are pleased to compliment the proprietor on the nature of the business and to assure all readers that whenever they have anything to dispose of in their line they can do no better than to get in touch with this firm.

Couture Brothers

Located at 168 Avenue A, Turner Falls, Are Painters and Decorators of Unusual Ability—Estimates Given.

Couture Bros. are painters of unusual ability. They have decorated many homes in this section of the country and have given each patron an entirely satisfactory service.

Couture Bros. have made a scientific study of the business and know the best kind of paints to use and always use them, knowing that they will not check or peel. They have that innate gift of harmonious combinations that place them in the front rank of their profession.

No matter what kind of home you desire decorated—town home or country estate, they will do it according to your direction in record time. Being an authority they will be able to make valuable suggestions so that when the work is completed it will conform to the natural surroundings and present a striking beauty and harmony which will add much to the cheerfulness of the home.

Couture Bros. employ only skilled workmen, who under their expert supervision, complete the work in a manner that will delight the owner.

If you are in need of any work in this line, it will be to your advantage to call at their office or telephone them. They will be able to give you an estimate on a first class job at reasonable prices.

Without a doubt a new coat of paint will add to the beautification of your home as well as to increase the value of the property. It is well to be prudent in the selection of your painter. These painters are perfectly reliable and render an unexcelled service to the public in this section.

In this review we are pleased to compliment Couture Bros. upon their position in the business world and will say that they are offering painting at such a low cost that it will be an easy matter for all to keep their places in first class condition. They invite your patronage.

LACK OF HUMIDITY CAUSES HOT ROOMS TO FEEL "CHILLY"

Older people, especially, frequently complain about feeling cold during the winter season, even though the thermometer shows the room temperature to be in the eighties. This paradox of feeling chilled when there is an excessive amount of heat is easily explained and is easily overcome, according to the heating engineers of the Holland Institute of Thermology of Holland, Mich.

Overheated rooms create a feeling of discomfort and chill due to the fact that the humidity content of the air has been practically depleted, and to appease its natural affinity for moisture, the dry hot air draws upon every possible source of moisture. This includes the humans who may occupy the room, and the unusually rapid evaporation of bodily moisture causes that feeling of chilliness and discomfort. Often, forced firing of the heating plant is resorted to in an effort to overcome this cold feeling, whereas properly vaporized air would obviate the discomfort and consequent desire for higher temperatures.

It is the consensus of opinion of air-conditioning experts that a comfortable home temperature is 70 degrees, provided the relative humidity is 40 per cent. To maintain this humidity content it is necessary to evaporate much more water daily than has heretofore been considered ample, and the latest type of vapor-air warm air heating plants solve this problem adequately by means of a device capable of evaporating 20 or more gallons of water each day.

Hotel Brooks, Inc.

Conveniently Located at 132 Main St., Brattleboro, Vt., Features a Home-like Hotel for Comfort and Service—Conducted on American Plan

Brooks Hotel is a home where the best of everything is to be had. Courteous, efficient service is the outstanding feature. Anything that contributes to the happiness of the traveling public is at hand.

All the comforts of the home in a strange city are to be had in the best hotels throughout the world. This hotel is no exception to the rule.

As you arrive at the door, a courteous clerk extends to you the glad hand of welcome and offers the best that they have.

Close attention has been given the

grill. It is under the supervision of reliable employees whose special training provides for the individual desires of each patron. The decorations are attractive and cheerful, in fact anything that contributes to the comfort of the traveling public is at their command.

They are prepared to take care of private dinners and specialize in preparing dinners and banquets for special groups who desire to have a rendezvous for social and business parties. Many new ideas in local circles have been first brought to light over the teacup at this popular place. The management of this popular

hotel has had years of experience in this particular line and gives personal attention to the comfort of each guest. Making it as home-like as possible to those who are forced to live away from home.

All the rooms are comfortable, well ventilated and attractively furnished. The linen is kept spotlessly clean. The attendants are well trained being prompt and courteous.

In making this review of the onward progress of this community we cannot refrain from calling attention to this institution that has served the public creditably for a number of years. They desire your patronage.

A. F. Roberts

Located at 43 Elliott St., Brattleboro, Vt., Features a Complete Line of High Grade Wall Paper.

A. F. Roberts features many varieties and qualities of wall paper. This store is stocked with a complete line that represents all the different designs and color schemes, and it is an easy matter to select just what you want to decorate one room or every room in the house.

Their stock, which is one of the largest in this vicinity, includes all the supplies that are necessary to the painter. Special attention is given to the contractors. The service is very prompt, deliveries made the same day the order is taken.

It can well be said that this is the shopping center for people who want a dollar's value for each dollar spent. By extensive buying they are able to secure concessions that smaller firms cannot obtain. The patron receives the benefit of these price savings, as the business ethics of this progressive establishment is to operate on a reasonable margin of profit.

The services at this modern store are all that could be desired. The people in charge of each department are familiar with the business and will give you valuable suggestions as how to decorate your place so that it will present an excellent appearance.

This establishment is an important feature in the business life of the community. Whatever your needs are in this line they will be able to supply them quickly, at a very reasonable price. It will be to your advantage to make this your headquarters when in town.

In making this industrial review we are glad to compliment A. F. Roberts on his excellent business methods. He has always shown great interest in public improvements and aided greatly in all enterprises that has promoted the growth and expansion of the city and surrounding territory.

HELPING YOUNG FOLK TO BECOME BANKERS

Through the American Institute of Banking, which is the American Bankers Association's educational section, the banking profession is educating 35,000 bank men and women in the technical and scientific departments of their work. These students are enabled by this institute, which is entirely non-commercial in its operations, to obtain a grasp of the finer points of banking without interrupting their employment or interfering with their earnings, in their bank jobs.

The courses given, including banking economics and law and bank administration in all the departments, have been worked out under the direction of senior college educators and the lectures are always given by practical men, such as lawyers in the legal courses, experts in banking operations and college professors in the economics courses. There are chapters with meeting rooms in over 200 cities and also a number of smaller study groups are fostered with correspondence aid.

It has been said that the A. I. B., as it is familiarly known throughout the banking field, is the greatest adult educational organization in the world and is supplying the banking business with the largest supply of trained workers each year that any comparable line of business is receiving. The organization holds an annual convention attended by hundreds of young bank workers as well as senior bank officers actively interested in furthering the institute's educational work, at which numerous technical subjects of practical banking application are presented and discussed. This year's convention will be held at Denver, Colorado, June 16 to 20.

G. H. Smith, Dry Cleaning

Located at 127 Main St., Brattleboro, Vt., Does an Extensive Business in

This Section in Dry Cleaning and Pressing—Reliable Work Done.

G. H. Smith is one of the most reliable concerns of this nature in this vicinity. Since this well known house has been in operation it has enjoyed an ever increasing patronage, due entirely to the reasonableness of the charges for the fine quality of work produced.

A specialty is made of handling dry cleaning by parcel post. It is given prompt attention and returned without delay in excellent shape. One can readily see the advantages of having an establishment of this kind to serve them in such an efficient manner. For instance—a high priced garment is soiled and becomes practically worthless until it is dry cleaned. This saves the price of a new garment at a very small cost.

The dry cleaning system used not only cleans the clothes, but thoroughly renovates them in the most sanitary manner. It also turns them out in the most approved condition, no disagreeable odor is noticeable as is the case with so many cleaning establishments.

This plant is equipped with the latest approved machinery for cleaning and renovating garments, and they are able to handle the most delicate fabrics and return them like new. Woollens are given special attention and the process used for them keeps them in wonderful condition, in fact this process of cleaning conserves the woollens and prolongs the life of the garment.

This metropolitan service is popular with all who have tried it and has taken a prominent place in the industrial life of the community. The keynote of success is entirely due to the management. He is well versed in every phase of the business and has surrounded himself with efficient employees who are interested in the quality of work they turn out.

We are pleased to compliment this establishment upon the satisfactory service rendered to their patrons and to recommend them to all our readers as a dependable place to secure high class cleaning and pressing.

Keene Steam Laundry

Features a Complete Laundry Service

Prompt Delivery — Quality Work

56 Church St., Keene, N. H.

Phone 321

W. B. Morrisseau & Son

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Phone 927—Grist Mill Phone 18

COOK ELECTRIC COMPANY

Electrical Contracting

Electric Fixtures

Phone 160

22 Federal St., Greenfield, Mass.

Cobb's Auto Parts Company

With Headquarters at 57 Church St., Keene, N. H., Feature a Complete Line of Automobile Parts and Accessories—Orders Promptly Delivered.

Cobb's Auto Parts Company is a firm whose custom is increasing rapidly over this part of the state, being one of the foremost wholesale houses and offering the highest grade auto accessories, garage equipment and machinery replacement products. This is a local concern and merits your support.

No review of the business, agricultural and industrial interests of this section of the state would be complete without prominent mention of this company which adds in no little measure to the progress and prosperity of this section and it is undoubtedly one of the progressive and popular establishments in this section, and daily ships many consignments all over this community.

It is a well known fact that there is no one institution in the community that has met with greater favor with the public than this well known establishment. By reason of the fact that the management has had wide experience in every feature of the wholesale garage equipment and machinery replacement business and because of their knowledge of every branch of the trade, this establishment has continued to witness the increase in the number of their patrons.

Their products will be found in demand by all who insist on the best. They deal at wholesale on an extensive scale and their activity is conducive to the progress and expansion of the community in no small degree.

It is important that we have conscientious firms like this one who aid in the reduction of prices of living for the people. Their policy along this line will be interesting for many business men as through this policy they have built up their large and growing business.

There are no more public spirited citizens in the community than Cobb's Auto Parts Co., and in making this business review of this section it is natural to wish to compliment them and to direct your attention to this establishment as one of the reliable business institutions of the community which has added to the development and progress of this part of the state.

Zimmerman Garage

Located at 372 West St., Keene, N. H., Features Firestone Tires—Firestone Batteries—Brake Testing and Relining—Wheel Alignment—Battery Service.

Zimmerman's Garage can truly be termed the home of the "Famous Firestone" tires. They also have a complete stock of tubes and accessories.

Years ago when this firm started in business they decided to give the motorist all the advantages of metropolitan tire service, and with this idea ever in mind they have gained a reputation in this section of the state that is second to none. Motorists have oftentimes marveled at the exceedingly low prices for the exceptionally fine tires.

The Firestone tires are without any exception, the nearest to perfection that manufacturers have been able to put on the market. Those who have tried them are fully satisfied with the extraordinary mileage they have obtained. It is such a confidence as this on the part of the firm's clientele that has built up the firm's present business. You do not have to take the dealer's word, ask anybody who has given them a trial and you will learn that they are the most satisfied customers and that the

tires actually do show exceptional service under the most grueling tests. You need only to try them to be convinced. No matter how well worn it may look, it might almost be said that you can coax another thousand miles or so from it.

The most important feature of this service station is the completeness of the stock. Here visitors as well as local patrons can get anything and everything in this line.

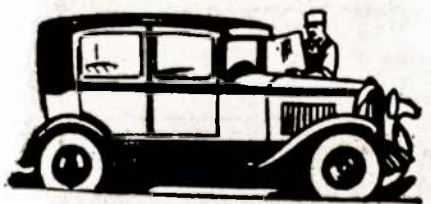
The vulcanizing department is on a par with the best. Their equipment for this service is the most modern and the employees are special factory trained men who take a great pride in their work. The motorist who is particular and who demands the best should give them a trial. Experience has shown that to have work done here is a guarantee of satisfaction.

In our industrial review we are pleased to direct your attention not only to the superior quality of products but to the superior service as well where absolute satisfaction is guaranteed.

Keene Glass Company

With Headquarters on Commercial St., Keene, N. H., Features Glass Work of all Descriptions—Carries a Large Stock of all Kinds of Glass.

AUTOMOBILE



GLASS

Keene Glass Company have become a center in the glass trade as is very evident from the truly large trade they are receiving and the way their reputation is spreading far and wide over this part of the state.

They have a commodious establishment and offer a most complete service in plate glass and glazing. Their stock comes from the leading manufacturers of the country and consists of mirror glass, windshield glass and auto glass. They buy their stock direct from manufacturers in all the standard sizes and in large quantities and this enables them to sell at prices more reasonable than at the ordinary store that carries glass as a sideline.

They have all the equipment for the cutting of glass to any size and in charge of this department are expert men who understand the sizes and kinds of glass. They will be glad to estimate any work that you need. Just drive up to their place with your car if a window is broken and they will take the measure and

have the glass in in a jiffy. You do not pay for any breakage here as there is none. The men who handle this part of the work are cutters of ability and that experience that comes from the long handling of these products enables them to cut without damaging the glass they are giving you.

The mirror and beveling department is equipped with the very latest processes for the manufacture of mirrors of all kinds and resilvering. They make mirrors of all sizes and can make anything to special order that you desire. In the beveling department they feature glass for automobiles and give service on immediate installation. There is parking space convenient so that you can have this work done while you wait.

The department for the installation of auto glass is very convenient as it is conducted where there is unlimited parking accommodations and autos can drive up here and park until the work is completed.

They also feature glass tops for desks, tables and dressers and in fact their service in glass is very comprehensive. It will undoubtedly pay you to investigate their quality, workmanship and prices before going elsewhere.

In making this review of our progress we are glad to compliment the Keene Glass Company upon the completeness of their service and the large trade they are securing because of their reasonable prices. Their business is being founded upon the solid foundation of substantial values.

Alert advertisers as here represented are worthy of your patronage and safe dealers to trade with for reliable merchandise.

Russel & Foster

With Headquarters at 526 Main St., Keene, N. H., Has on Display the New Ford Cars in All Models—Noted for Efficient Service.

Russel & Foster are displaying a beautiful assortment of new and improved Fords in their modern showrooms in Keene, and are ready to beat all previous records for sales and service.

The new Ford is the greatest in the history of light cars—smoother, faster and better, we believe that the Ford will meet with approval in every respect. There are many new improvements for the beauty of the car and the comfort of the passengers—Handillie hydraulic shock absorbers are now regular equipment and as a result riding qualities are greatly improved.

Many other and varied improvements are included, the four-cylinder engine, developing forty horsepower, will give excellent service because its speed of 22,000 revolutions per minute is low for such power. It will do fifty-five or sixty miles an hour and is quick on the get-away.

The engine is practically vibrationless and takes the steepest grade without shifting.

No written description can do justice to this much improved and economical car. You can get from twenty to twenty-five miles per gallon of gasoline, depending on the speed you are driving. They have an excellent oiling system, new ignition system, standard and easy gear shift and four wheel brakes. It is truly a new and modern car designed to meet the modern requirements—comfort, safety, performance and endurance.

The car when delivered has all standard equipment which includes speedometer, dash light, windshield wiper, mirror, rear and stop light, complete set of tools, five steel spoke wheels, five tires, rack and tire cover. There are several colors to choose from.

There are many models for your

approval, sport coupe and roadster, the Tudor sedan, the Phaeton—all a roomy, comfortable machine with rich upholstery and beautiful finishes. A visit to the show rooms, where courteous attention is given to all visitors, will convince you that no car in its class can compete with this remarkable car.

Ford service, especially is to be considered when buying a car. To satisfy the owner is the creed of each dealer. To serve him courteously, promptly and efficiently, to give a maximum service at a minimum cost. The service stations are equipped with everything possible for satisfactory and prompt work. Skilled mechanics, familiar with every phase of construction are employed here. Genuine factory parts and special factory tools are at hand for any emergency.

We are glad to commend the business policies under which this progressive firm is operated.

Bradford Inn

Located on Bradford St., Keene, N. H., Has Always Served the Public in a very Satisfactory Manner—Noted for its Homelike Atmosphere

Bradford Inn is a home where the best of everything is to be had. Courteous, efficient service is the outstanding feature. Anything that contributes to the happiness of the traveling public is at hand.

In by-gone days, the wayside inn was a resting place for the weary traveler who stopped for a night or perhaps a few days lodging. The inn was a general meeting place for men high up in military affairs and affairs of the state. Gathered nightly around the fire, the momentous problems of the day was discussed with the stranger who happened to pause in his journey.

In this age of the rapid advance of science and ideas, the inn still keeps pace with the world. Modern hotels, though far in advance of the inn of the last century, still retain that home atmosphere that is so necessary to their clientele. All the comforts of the home in a strange city are to be had in the best hotels throughout the world. This hotel is no exception to the rule.

As you arrive at the door, a courteous clerk extends to you the glad hand of welcome and offers the best that they have.

As the door of your room is opened for you, the spotless white of the

linen and towels strikes you. You cannot help but notice the cleanliness and easy comfort of the room. Your enthusiasm mounts to a high place. If there is nothing more which you desire, you lounge around with that comfortable feeling of possession of a rich gift.

Everything that your heart wishes for at a moment's call.

The services that you receive in a friendly, efficient way are the sign posts by which this hotel is marked out along the highway of the traveling public.

Amethysts and Opals

Used as Road Material

A street almost literally paved with amethysts has been reported to the Berlin geographical society by Prof. Otto Quelle of Bonn university, says an Associated Press dispatch from Berlin.

He found it in Brazil, in the province of Bahia, where he visited German gem cutters and polishers: colonies that have mined and handled 9,000 hundredweight of amethyst.

Whole streets, he said, are paved with the waste material, that gives them a lovely violet sheen. Doctor Quelle said he knows of a place in Siberia where opals are so plentiful that the coarse grades are used as road building material.

The Deutsche Allgemeine Zeitung reports roads at Bernstein, in the Austrian Bugenland, graveled with waste from the semi-precious serpentine stone.

In the same country, near Rejnitz, are roads of a beautiful green shade, said to be free from dust. They are surfaced with waste from asbestos stone.

Vegetables Offered to

Gods of Ancient Times

Turnips, beets and radishes were a respected trio of ancient Greece, all three having been acceptable offerings at the temple of Apollo in Delphi. Their respective rank may be judged from the custom of dedicating turnips in dishes of lead, beets in silver and radishes in beaten gold.

Though radishes are thought to have come originally from China, their cultivation is of great antiquity in Europe. In earliest times they were generally boiled, but later Roman physicians recommended that they be eaten raw, with salt, before breakfast. A sirup made from them was used to cure whooping cough and maladies of the chest.

Turnips, too, were thought good for hoarseness and coughs, and also effective as a poultice for the feet. So important were turnips to the poor in the Middle Ages that they appeared on armorial bearings to denote a person of good disposition who relieved the destitute.

But Not Voting

A Scotch clergyman had a parishioner who was a rabid politician with distinct democratic leanings. One day when the parson called he was told of a new litter of kittens.

"And do you think they'll be interested in politics?"

"Deed, yes, sir. They're conservative."

The parson was surprised, and even more so on his next visit, for he was informed they were liberals.

"Why this change, John?"

"Och," said the old fellow, with a wink. "They've had their eyes open since you were here last."—Sporting and Dramatic.

The Chemistry of Character. Who Wrote It?

John, and Peter, and Robert, and Paul, God in his wisdom created them all; John was a statesman, and Peter a slave, Robert a preacher, and Paul—was a knave.

Evil or good, as the case might be, White or colored, or bond or free—John, and Peter, and Robert, and Paul, God in his wisdom created them all.

Out of earth's elements, mingled with flame, Out of life's compounds of glory and shame, Fashioned and shaped by no will of God, And helplessly into life's history thrown;

Born by the law that compels man to be, Born to conditions they could not foresee,

God in his wisdom created them all, John, and Peter, and Robert, and Paul.

John was the head and heart of his State, Was trusted and honored, was noble and great; Peter was made 'neath life's burdens to groan,

And never once dreamed that his soul was his own; Robert, great glory and honor received, For zealously preaching what no one believed;

While Paul, of the pleasures of sin took his fill, And gave up his life in the service of ill.

It chanced that these men, in their passing away From earth and its conflicts, all died the same day; John was mourned through the length and breadth of the land, Peter fell 'neath the lash in a merciless hand;

Robert died with the praise of the Lord on his tongue, While Paul was convicted of murder and hung, John, and Peter, and Robert, and Paul.

The purpose of life was fulfilled in them all. Men said of the statesman: "How noble and brave!" But of Peter, alas!—"He is only a slave!"

Of Robert: "'Tis well with his soul, it is well"; While Paul they consigned to the torments of hell. Born by one law, through all nature the same, What made them different, and who was to blame?

John, and Peter, and Robert, and Paul—God in his wisdom created them all. Out in that region of infinite light, Where the soul of the black man is pure as the white;

Out where the spirit, through sorrow made wise, No longer resorts to deceptions and lies.

Out where the flesh can no longer control The freedom and faith of the God-given soul, Who shall determine what change may befall,

John, and Peter, and Robert, and Paul? John may in wisdom and goodness increase; Peter rejoice in an infinite peace; Robert may learn that the truths of the Lord

Are more in the spirit and less in the word; And Paul may be blessed with a holier birth Than the patience of man had allowed him on earth.

John, and Peter, and Robert, and Paul, God in his mercy will care for them all.

Caruso's Generosity

Caruso, the great tenor, was, it is stated by some of the newspaper men in New York, very generous. He used to give them each year he was in that city a sum of about \$1,500 as a dole. A man in a position such as Caruso's could easily afford to do this, because in New York alone he got a fee of \$2,400 for each time he sang—and that was at least sixty times in a season—besides being invited to sing five to six times at Atlantic City at an honorarium of \$4,000 a time; so that this famous singer made in one season in America a sum of \$200,000 besides \$30,000 for his gramophone records.

George Warwick, Jr., Real Estate

With Offices at 9 Central Square, Keene, N. H., Features Commercial and Residential Real Estate—Has Negotiated Many Large Deals.

George Warwick, Jr., features an excellent service in city and suburban real estate and is headquarters in this section for anything in the real estate line and enjoys the patronage and confidence from all surrounding territory.

In this day and age when conservative men are constantly seeking investments where they are not only assured a permanent source of income, but a reasonable certainty of increasing in value, the real estate dealer is doing more than his share to meet the demands of such men. This locality is indeed fortunate in having in its midst such a firm as this well known agency.

He has been closely identified with the growth and expansion of this section and has made a close study of real estate conditions so that he could offer both the buying and selling public the very best service. He has on his books a large list of most

desirable properties for sale, both town and country at prices that cannot fail to be attractive to the intending purchaser, and have made many important deals in this section.

Mr. Warwick has always made it point not to list property for sale for more than its true value. This is where his close study of local conditions renders him an authority on values. In all transactions his word is as good as his bond, and people have come to look to him when seeking a desirable medium through which they may dispose of their property.

We take pleasure in this review in referring this well known man to our readers and assure them that whenever they have property of any kind to offer they can locate the best buyer by listing their property with Mr. Warwick. Such men as he aid materially in the growth and expansion of the entire community.

James A. Hall, Auctioneer

Located at 77 Arch St., Keene, N. H., Has Made an Envious Record as an Auctioneer—Noted for His Reliable Methods.

Mr. Hall is a prominent and reliable auctioneer who has strictly adhered to the most careful and honest methods in conducting public sales in this community. He acts in good faith at all times in the practice of his profession, and is very careful to see that each article offered for sale is the bonified property of the vendor. This commendable policy has won for him a warm place in the hearts of the public, and is responsible for the confidence people have learned to place in his every statement.

This well known auctioneer stands high among the professional men of this community and he is esteemed for his reliable methods of conducting public sales in the country for miles around.

Be careful in your selection of an auctioneer. It is absolutely essential if you want to prevent a sacrifice of your property, that you select one who understands how to invite bidders from the company present at the sale. This reliable auctioneer ob-

tained the knowledge of this important profession in the school of practical experience. With this as a foundation, and with keen and adaptable insight into the more intricate features of the profession, he has built for himself a large and growing patronage.

The next time you are in need of professional service of this nature consult this competent auctioneer before you fully decide in whose hands you will place your goods.

This popular auctioneer has made an extensive study of the actual value of merchandise offered for sale and never "knocks down" an article until the true value has been received. This commendable ability has received the universal approval of all who have placed household goods, stock and other merchandise at his disposal during the years he has served the public.

We wish to take this opportunity in this special edition to inform our readers of the advantage of obtaining his reliable opinion and advice.

Auditorium Theatre

Located at 181 Main St., Brattleboro, Vt., Features High Class Sound Pictures—The Latest Equipment in Western Electric for Presenting Sound Reproducing Features Is Being Used—Paramount, United Artists and Warner Bros. Attractions Are Being Displayed.

The versatility of the management of the Auditorium Theatre is responsible for the bringing to this section of amusements that offer a variety that one is sure to find something there that will amuse.

The manager reads all the latest on photoplays and has made a study of what the people of this section of the country like and makes the selections from the very latest plays of the day. There is never a dull night at this theatre on account of the live wire management.

He has sensed the blasé attitude of the public and its knowledge of the theatre since its inception and decided to always have something new for the people. This accounts for the large crowds that are always coming from this theatre and the

fact that so many autoists make this theatre their headquarters when in the city.

The Auditorium Theatre offers sound and talking productions which enable you to both see and hear the leading artists of the stage and screen. Sound productions have been greatly perfected during the last year and now give flawless performances. It is in short the theatre of tomorrow.

If you have not formed the show habit you ought to. Go down some evening even though you have put in a hard day's work. You will be much refreshed and all the more ready for the next day's work. Take the whole family with you as the price is very reasonable. High class features from some of the country's leading

producers are the kind of productions shown. You will see and hear the world's greatest stars of stage and screen.

This theatre is appointed most excellently, the ventilation and cooling arrangements are the best that can be secured and all sanitary precautions are taken for the health of the people. Here amidst comfortable surroundings you are entertained while music that entrances helps drive dull care away.

In this review we are glad to compliment the popular management who make a continual study of all that is new in the theatrical and legitimate world, and in bringing to this section of the state the popular plays of the times they are aiding in the educational uplift of the people.

C. H. Eddy & Company

On Frost St., Brattleboro, Vt., Features Manufacturing of High Grade Carbonated Beverages and Flavoring Extracts—Noted for Their Fine Quality.

C. H. Eddy & Co. is one of the most important factors in the commercial life of this section of the state. They are bottlers of a complete line of high grade beverages which have been of such uniform quality that they are in constant demand and are considered among the best standard products on the market.

They have a very modern plant which is a model of its kind, equipped with all the latest scientific appliances for the production of pure, healthful beverages that are bottled under the most sanitary conditions.

This company uses only the most wholesome ingredients and all their

products are rich in flavor and analysis has proven them to be absolutely free from anything injurious, in fact they have been highly recommended by the well known health authorities.

Demand these products in bottles. Be sure of the brand on the label. When drinking the beverages from these sterilized bottles you are assured that there is no dust or dirt in the beverages, as may easily happen when the drinks are prepared in an open container as they are in the average place. Besides the absolute sanitation in the bottling there is a satisfying taste produced by the products of this bottling company which is the result of the special process they use. They have a flavor that is

distinctive, something that is lacking in many other beverages. All orders are filled very promptly. They give the very best of service in this respect. The orders are delivered the same day taken. They are no farther away than the nearest telephone. Just call them and you can be certain that you will get what you ordered promptly.

Special attention is given the home trade, also socials and gatherings. The beverages are very convenient in making punches and other delicacies that are very appropriate in home and lodge entertainment.

We are glad to compliment this company in our industrial review and refer their products to all our readers as the best to be had in this line.

Palmer's, Inc.-Dry Cleaning

With Headquarters on Elm St., Brattleboro, Vt., Features a Complete Dry Cleaning Service—Most Delicate Fabrics Can Be Cleaned and Returned Like New.

Palmer's, Inc., features a complete service in dry cleaning and pressing, under direction of an authority on dry cleaning.

There is no one establishment that has done more for the good of the public of the country during this era of high prices than this well-known cleaning establishment.

The fact that they are able to take clothing that fades or needs cleaning and turn it out so that it looks like new has saved many a high-priced purchase and helped to lower the cost of living.

Many people have learned through their service that they can save the

expenditure of many dollars for new clothes. Every day brings more work from patrons who have been saved the purchase of new garments through the excellent work that this firm does in the cleaning and pressing of old ones. Both men and women have found that the most delicate fabrics are carefully and efficiently handled here and returned to them cleaned and pressed in the most satisfactory manner.

Dry cleaning was introduced into this country from France, but the system used today has been greatly improved upon by American machinery and sanitary methods. At Palmer's, Inc., the very best and

latest process is used and as a consequence when garments are returned to you they look smooth, odorless and in press according to the styles of the day. They specialize in all classes of dry cleaning, both for men and ladies, and the most delicate dresses are handled in the most careful and efficient manner.

The management are of the leading business men of the community who have always taken an active interest in the community's onward progress and are among the valued residents, whom we wish to compliment upon the modern place and the admirable policy followed in its direction.

Quality Furniture Company

Located at 233 Elliott St., Brattleboro, Vt., Offers an Excellent Selection of Furniture, Floor Coverings, Linoleums and Home Furnishings.

This modern and well conducted establishment is a store of the people and for the people—a store built on the plan that aims to give mutual pleasure, satisfaction and benefit, for it is the aim of the management to make the life of the people worth while by supplying at reasonable prices the necessities, comforts, conveniences and the luxuries.

The various articles have been selected by the management with a view to perfection in three things: comfort, beauty and durability, and embrace as a whole the most beautiful and durable productions of the American furniture makers' art. It makes no difference whether it is a room you desire to furnish, the whole house or porch or outdoor furniture that you want, you can secure it here on the most favorable terms that the market affords.

A line of excellent rugs is carried. They are very artistic and the colorings charm and delight the eye.

The people in charge of this department are familiar with the business and can tell you exactly what you need to match up with your surroundings and to make your home liveable and attractive.

This up-to-date and modern store is an important feature of the community, and no matter what may be your needs in this line, when you call at the place you will find them courteous and accommodating, efficient and capable. The charges are always right. They are among the prominent business men of the county and worthy of extended mention in this review of our progress.

Quality Furniture Co. has won for itself a reputation throughout the country for many miles around by treating every customer honorably and alike. Fair and honest business methods have built up a large trade for them and when one goes to their attractive and complete store they know they will get value received for their money.

Game of Polo Brought Eastward From Persia

Polo, the oldest of games played with stick and ball, was known to the ancient Persians 2,400 years ago. From the dusty plains of Persia the game spread eastward through the Vale of Cashmere on to the tableland of Tibet, where it was christened polo from the Tibetan pulu, ball. Southward through Afghanistan, across the high passes of the Himalayas down to the sunny plains of India, it journeyed where, throughout the Sixteenth century it was the favorite sport of the people.

For 200 years after this, its records in India cease, but it again became popular there about the middle of the Nineteenth century. Polo was first played in England in 1869 and a few years later it was adopted by other European countries, when many of its ancient rules were altered and improved. Thus established in an English-speaking country, the game quickly crossed the Atlantic, where under clearer skies it swiftly traversed the American continent in a westward chase that did not end with the shores of the land of the sunset, but, skipping the Pacific, established itself in Samoa and other far off western islands.

C. N. Bond - Florist

With Headquarters at 161 Main St., Brattleboro, Vt., Features High Grade Plants and Cut Flowers of All Kinds—Flowers Telegraphed Anywhere

With an up-to-date floral house at 161 Main St., is noted for the freshness and beauty of his flowers. He specializes in cut flowers and plants of all kinds.

In the complexity of modern society there is no one business that has come into more prominence in the past few years than the floral house. In this community there is no florist who enjoys a wider reputation as offering the public the most complete service than this.

For centuries flowers have been symbolical of the more delicate phases of human nature and the recent development of the flower as a token of esteem and remembrance has placed it in the front rank of all social, mourning and joyful occasions. Its varied uses has made the modern florist a deep student of social etiquette and there is no one more versed in this phase of the business than the manager of this house.

Place your order with him either in person, by phone or letter and he will see that your card arrives at the right time. As designer of floral emblems for funeral or social occasions Bond the florist is an artist of more than ordinary ability. His heart and soul is in unison with the work and as a consequence the designs are distinguished for their very appropriate appearance. Every modern facility for the proper care and preservation of the flowers until they reach their destination has been provided and they will remain fresh long after arrival as they provide them just as they are coming into bloom.

In this review we wish to compliment Bond the florist and suggest that when in need of anything in this line you call at this favorite floral place, write him or call over the phone and he will see that you get what you desire at very reasonable prices.

Brattleboro Auto Top Shop

Located at 136 Elliott St., Brattleboro, Vt., Conducts a Modern Establishment in Auto Body and Top Work—Upholstering and Glass Replacement.

Brattleboro Auto Top Shop conducts an auto renewal establishment that is noted for completeness and efficiency of service among their many patrons. Estimates cheerfully given, a personal invitation is extended to those interested and desire an up-to-date service.

Their workshop is equipped with the latest factory for the repair of bodies. The equipment is strictly modern and of the best, therefore customers are saved much money as the work is swift as well as accurate. Each mechanic is an expert in his particular line and feels a personal responsibility in each piece of work turned out.

There is practically nothing connected with the repair, or even the rebuilding of the body that they do not offer a complete and expert service. They make a specialty in designing tops, if you are thinking of having your open car converted into an all weather car, you will find that here is a place that will design a top that will give your car a look of individuality.

They can furnish you with any kind of material that you desire, both for the top and upholstery, they keep in touch with the leading manufacturers and can quickly match any color or quality of material. They are convinced that the public cares as much for quality as price and great pains are taken with each operation as it progresses through the varied departments. By using the best materials and insisting on the neatest of workmanship they produce a finished job that is the pride of the owner.

It would be a difficult task to find anyone who turns out a better quality of work than this well known concern. All work is guaranteed, if you find the slightest flaw in their work they will do it over again without question. Their ever increasing business is the best recommendation for the quality of work they produce.

This community is indeed fortunate in having this progressive establishment at their command and we take pleasure in recommending it as a place where you will always find courteous and efficient service.

Manely Brothers Co. Inc., Garage

Located at 22 High St., Brattleboro, Vt., Features Auto Repairing and Servicing in all its Phases—Expert Mechanics in Attendance.

Manely Bros. Co. is one of the outstanding garages in a long day's run. They have a free examination department. They look over your car and advise if any repair is needed. This places you in no obligation to the management, it is merely a method of this well conducted business to offer the motorist any service in their power.

The policy of this popular and growing concern is work expertly done and prices within the reach of any motorist. One satisfied customer means more to them than many displeased ones and this establishment is operated along these lines.

The repair department has a staff of well trained mechanics—every one an expert in his particular line. They are capable of any automotive work, from a minor repair to a general over hauling or even rebuilding. The equipment is strictly modern and of the best, therefore customers are saved much time and money as the work is swift as well as accurate.

Storage facilities are of the best, easily accessible from the street and

sufficient room to place or remove your car at a minute's notice.

The attendants are courteous and careful always not to mar the finish of your car with grease marks or scratching of the fenders, etc.

Complete greasing service can be obtained here at very reasonable rates. The men in charge of this department are of long training and are familiar with all makes of cars, making quicker and better service for the customer.

A strictly modern wash-rack has been installed and the management takes great pride in this end of the business, prompt and courteous service can be obtained here. "We wash them while you wait," is the motto.

Battery service, tire service, whatever you care to mention is expertly taken care of in this progressive establishment.

The operators of this business are men of high standing in the community, always taking an active part in the civic betterment of their city and helping to make it a better place in which to live. They deserve your patronage.

Tracing Popular Idioms

Professor Smith in his "Words and Idioms" gives many expressions coming from the chase, and from hounds and horses in particular. A few of the canine idioms, he points out, come from dog fighting.

From his list we pick the following: "To dog the footsteps of," which points to the faithfulness of the friend of man; "Not to have a dog's chance," meaning having no chance at all; "To have a bone to pick with"; "To teach old dogs new tricks"; "A bone of contention"; "To bristle up"; "To go off with one's tail between one's legs"; "Top dog"; "Under dog"; "His bark is worse than his bite, and a 'hang-dog look'."

The commonest phrase of all is "dog-gone," especially as used as an expletive with "it" following.

Governor Obeyed Orders

A governor, the talking motion pictures reveal, was giving a memorial address in the South, before a large crowd which applauded his utterances, but those who saw the pictures found humor in the scene which his gathering probably missed.

The microphone, being on the stage, gives the theatergoer some of the conversation which is missed by the most earnest listener in the crowd which stood in front of the platform.

The governor was closing his address and as he sat down he put his hat on, but, as the applause began, a woman standing beside him, probably his wife, spoke up quickly, "Take your hat off."

And the governor did.—Springfield Union.

KEENE UPHOLSTERING COMPANY

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Upholstering and Covering for All Furniture

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Phone 1375

First National Bank and Trust Company

Located on Bank Row in Greenfield, Features a Growing Trust Department Taking Care of Estates and Wills — Travelers' Department Supplying Tickets and Travelers Cheques—Letters of Credit

First National Bank and Trust Company is a financial pillar of unsurpassed strength in this community. This institution inaugurated a Trust Service in addition to its regular banking facilities making it more than ever an asset to the community.

Its methods are up-to-date and efficient. Its management is able and fully competent to cope with every financial problem that may come to it for solution. An important factor in the development of this section.

As a factor in the upbuilding of this section this foremost bank has played a prominent and honorable part. It is known as a bank of superlative integrity and one that can be counted on always to carry its share of the load in any forward looking and progressive movement. Its influence of the home life of the country has been marked, indeed, for through its willing assistance and able advice many who would otherwise never have known the satisfac-

tion of owning their homes are now substantial citizens and home owners and are aiding in the progress of their various communities.

The policy of this well known institution is one of accommodation and convenience to the consumer. It is liberal without being careless and conservative without being hidebound. The best interests of its customers are always consulted and they determine the course it shall follow in every instance, except where those interests would conflict with or prove a menace to the welfare of the community at large. The policy has drawn to this institution a large clientele, everyone of whom is a real friend, just as the institution is a real friend to all whom it serves.

This bank of course, conducts a general banking business. Its services and advice are sought by the largest corporations as well as by the humblest individual, and in every instance the same courteous treatment is extended and the same careful attention given to the problem present-

ed. Open or checking accounts are carried as a part of the bank's regular business; certificates of deposit are issued, as well as drafts on domestic and all foreign points. Collections are properly made and every assistance in the way of loans to deserving enterprises is rendered.

A noteworthy feature of this bank is its safety deposit department where those desiring that service may secure the use of a strong box at a very reasonable rental.

It is under the control of and subject to the inspection and regulation by the United States government.

Its soundness has never been questioned. Its officers are men of the highest standing in their community and of irreproachable character and unassailable reputations. They have always adhered to the soundest principles of banking and are well deserving of the magnificent patronage that has been extended to their ably managed institutions. The First National Bank and Trust Co. of Greenfield is one of the most valued of the community's many valuable assets.

T. J. Cadigan - General Trucking

With Headquarters at 53 Beacon St., Greenfield, Features Local and Long Distance Hauling—Nothing Too Large or Too Small

With office in Greenfield is operating a transfer business both in local and long distance hauling. Nothing is too large or too small for them to handle and they display so much skill in the handling that even the most delicate pieces of furniture is never marred. When in need of expert service call 1010.

They take away all the worries of the undignified moving days, customers may attend to business and even social duties without the least worry. Just leave the key and tell them what to do and they will per-

form it in such an efficient manner that you will wonder how you ever managed before you engaged their services.

They have all size trucks and vans and go to any part of the country at any time you call them. They are expert packers and are glad to assist in any way possible, especially in the handling of interior furnishings. They understand just how to take care of them.

Their trucks are equipped in the most modern manner and in charge of capable drivers, who are familiar

with the mechanical features of the particular make they are driving, thus assuring the public rapid and efficient service. They are also familiar with road routes in any part of this and adjoining states, and thoroughly understand traffic regulations.

In this review we are glad to give commendable mention to the superior quality of service rendered the public in this community and recommend them as the best transfer company in this section of the state.

J. B. Kennedy, Plumbing - Heating

Located on Newton Place, Greenfield, Features Plumbing, Heating and Ventilating—Agency for Stoves, Ranges and Oil Burners—Special Attention Given to Repair Work.

J. B. Kennedy is prepared to furnish plumbing in any style desired and to install in accordance with the latest codes.

The plumbing of the country is indicative of the degree of civilization. With the advent of the mechanical age plumbing has become more prevalent and today it is required in all cities and desired by every one in the country.

The mechanical part of plumbing has almost reached perfection, and with the ever increasing wealth of the country people, they are naturally paying more attention to the

adornment and convenience of the home.

J. B. Kennedy has given special study to the plumbing problems and will be glad to help you with any suggestions. He is able to lay out the work so everything will be convenient and look attractive.

The construction of the modern home compels the sanitary engineer to have a thorough knowledge of the complex heating and water systems. This coupled with the practical details of the plumbing work has done much to place this progressive business firm in the front ranks of the profession.

All work done is guaranteed to give complete satisfaction. The prices are reasonable, within the reach of all. If you are thinking of having any work done in his line it will be to your advantage to get in touch with him and discuss prices and plans. Every detail will be carried out as planned in a prompt manner.

J. B. Kennedy is a man of the highest standing in the business circles of this section and takes an active part in any civic movement for the betterment of the community. He invites your patronage.

Thomas J. Gass Co., Contractor

With Headquarters at 191 Main St., Greenfield, Features Building in All Its Phases—Nothing is too Large or too Small for Them

Thomas J. Gass Co. is a local concern offering a complete and satisfactory service in the line of general contracting. The enterprise is under the careful supervision of a management considered authority in every phase of the construction field. The broad knowledge and wide experience of this firm have successfully made many contracts in this community.

In the civic development of this section the company has taken a most important part. For in the successful completion of paving construction this concern has won such a preference from public esteem. Many jobs for miles around stand as every day examples of this foremost firm's mechanical skill.

At the office of this company a most complete service is at the disposal of the local trade. Keenly

alert to the needs, desires and demands of the prospective customer, who is the final judge of the materials, quality in products has been the guiding policy of its construction plan. Wide experience has taught this firm to select materials of the very highest standard in which the many customers have learned to place the greatest faith. Durability, economy and day-to-day satisfaction are the outstanding features of the products used and readers of this issue will do well to consult this firm when in need of advice, information and service in the paving construction line.

Sufficient capital on hand enables the management to go into the production markets of the country and buy materials in larger quantities than is possible by many smaller con-

cerns. This increased buying power eliminates the middleman's profit and the customer benefits by the direct dealings of this firm.

The management will be pleased to have you call at the office when in town whether you intend to build at that time or not. Every feature of the service will be cheerfully and most intelligently explained to your complete satisfaction. Anyone contemplating work of this nature cannot place it in more competent hands. If you cannot get down town at this time, write or phone for a representative.

We want to compliment the management upon the service in its line and refer the company to all the readers when in need of reliable paving construction at reasonable prices.

Mattie K. Lyons

With Offices at 23 Wells St., Greenfield, Is Conducting an Up-to-Date Real Estate Business—Commercial and Residential Properties.

Mr. Lyons deals in both residential and commercial property. He is rendering a most comprehensive service and enjoys a large patronage from all surrounding territory. This is where the buyer and seller meet at a profit.

One of the most essential qualities of successful operations in real estate is a complete knowledge of the business. Another is the inherent ability to bring deals to a successful and satisfactory close. This office is in charge of men amply endowed with the above attributes, it is evidenced by its successful operation throughout this section of the state.

Be prudent in your selection of realtors, scientific selling is born of scientific knowledge. Here you will come in contact with men who are exceptionally well versed in the history of the county and community

surveying and thoroughly familiar with all the legal phases of the business in which they are engaged.

There is no one firm that has contributed more liberally to the growth and expansion of the community than this reliable firm. Drop in at any time and discuss your problems with them. If you are thinking of a property transfer or have money you would like to put in a good, safe investment you cannot do better than discuss the matter with this authority on real estate values.

This firm is personally interested in the progress of the community and are always anxious to discuss the advantages of this section and to learn of any manner in which the home conditions may be improved. They have been tireless in their efforts, straightforward in their dealings and reliable in all of their business transactions.

Greenfield Monument Works

Located at 9 Mill St., Greenfield, Does an Extensive Business in the Designing and Building of "Better Monuments"—Any Design in Marble or Granite Can Be Obtained

Greenfield Monumental Works have built up a large business in this section of the state, monuments of quality can be seen in all the cemeteries in this community and surrounding territory. Each monument is a credit to the establishment. The process which they use is the method which insures their guarantee.

The policy of this establishment is to produce a high quality of craftsmanship on the best grade of granite at a very reasonable price. And by always adhering to these principles they have gained a large patronage and the confidence of the people.

Since they have been established they have been compelled to make many improvements because of the volume of business they do, until now they have a modernly equipped plant with all the latest mechanical devices to help in the production of first class memorials.

Although experts in their line, this company has always been very reasonable in their prices and the people of this community have found it to their advantage to consult them before contracting elsewhere. They carry a large stock of finished monuments of exquisite and original design, in all sizes, but are glad to carry out any suggestion that the purchaser may have in mind. When setting the monument, the greatest care is taken that the foundations are in place so that they will stand solidly in years to come.

Since the earliest ages, in all countries mausoleums, tombs and memorials have been erected and have proven their value by preserving for modern civilization the history of early ages. Even in this day and age every American family should have a memorial to insure the perpetuity of the family name.

The management of this establishment have always taken an active interest in the development of this country and are known among our foremost citizens. They invite your patronage.

Dunklee Sand & Concrete Products Co

Located on Gill Road, Greenfield, Conducts a Valuable Service in Cement products—They Manufacture Blocks and Bricks for Building.

One of our most valued institutions, Dunklee Sand and Gravel Products Company, are manufacturers of concrete blocks and bricks for construction use.

They are prepared to supply out-of-town orders as well as the local trade. Real estate men, sub-dividers, home builders and farmers should consult them for prices and information.

The growing tendency of our people to build more substantial buildings, ones that will last through the years, has come with the more settled condition of the country and the desire to build a place that will be a family estate throughout the years. At first our ancestors had to construct homes out of what they could get, but with the growth of wealth and industry people are building for all time. This tendency assures the future of such professions as this one.

This reliable firm has had much experience in the industry and features high grade building blocks and bricks for homes, factories, garages and outbuildings.

They offer the trade the best of service in the way of rapid delivery in this section and keep a large supply of well seasoned blocks on hand. All anyone has to do is call them on the telephone, write, or better still call and see them and talk over your needs. The products are very popular and endorsed by discriminating people.

The management have been earnest workers in the interests of the community in which this enterprise is located. With acute business judgment, which is responsible for the success of this large and growing concern, they realize that every commercial and industrial enterprise would wither and die if located in a community that did not improve and keep pace with the times.

In this review, embracing as it does the most salient features of our forward progress, we wish to compliment this firm upon the economic position their activities merit.

White's Cafe

Located at 5 School St., Greenfield, Has Always Been Known for the Excellent Meals They Have Served—Specializes in Good Cooking.

White's Cafe is one of the most popular eating places in the vicinity and bears a most enviable reputation for well cooked and well served meals. Discriminating people usually can be seen there as the cheerful decorations and pleasant atmosphere are fully as popular as their delicious meals.

Cleanliness is one of the foundations of which this business has been built, both kitchen and equipment are as spotless as human ability can keep them. Employees must adhere to these regulations and as a result one could not find a more sanitary condition.

Located as it is where parking facilities are adequate it is very easy to place your car while dining. This feature in itself saves the customer much inconvenience.

Without a doubt the reason for the ever increasing volume of business is due largely to the excellent service

received while dining here, whether your order is large or small the service is always prompt and courteous and you are made to feel that your patronage is desired. It is the friendly atmosphere that makes one feel at home while there and anxious to come again.

The menu includes a large selection of fruits and vegetables that is so essential to the average guest. They are particularly well equipped for proper handling of foods and serve them in such a manner as to please the most jaded appetite. Motorists and after theatre parties will find this a pleasing place to complete the pleasures of the day.

This popular eating place receives favorable comment, not only from the local patronage but from the motorist as well. We are pleased to recommend White's Cafe to our readers and suggest that you visit their dining room when in quest of good food and courteous service.

Dr. E. E. Harvey, Veterinarian

Located at 50 South Shelburne St., Greenfield, Is a Veterinarian of Wide Experience and Broad Professional Attainments.

There is perhaps no division of the field of scientific research in which greater advances have been made than have marked the modern development of veterinary surgery. Some of the greatest scientific minds of the world have developed material progress in this important field and all of the features that have received the approval of the leading specialists of the country are available to the people of this and adjoining counties if they secure the services of Dr. E. E. Harvey.

This popular veterinarian has kept pace with the times and is considered by the members of the profession as one of the foremost professional men in these parts, having carefully studied all the developments in this important branch of modern science and placing a wide experience and comprehensive knowledge at the service of the people of this community.

Those who may secure his services are sure to be pleased, as he is a doctor who performs his work in a thoroughly conscientious manner and he is sure to satisfy the most exacting. Dr. Harvey has gained the respect and good will of all who have had dealings with him, and we predict for him a most successful future in his chosen profession.

It is not strange, then, that he is one of the busiest professional men of this community. He is very courteous and accommodating and can be reached very conveniently. The general satisfaction expressed by his many clients and the great demand for his services constitute a well merited tribute to his efficient and conscientious methods. We wish to compliment the doctor upon the very valuable work that is being done in this section and to direct your special attention to his efficient methods.

Ryan Brothers, Roofing

With Headquarters at 193 High St., Greenfield, Features All Kinds of Modern Roofing—Tile, Slag, Copper, Asphalt, Asbestos Shingles—John Mansville Products.

With a vision of a greater city and community in view, this well known firm is prepared to supply the trade with a complete line of roofing materials. They have many designs and weights to make a selection from. They feature a reliable sheet metal service of every description.

There is no contractor in this section of the state who keeps more abreast of the times in the modern methods of roof contracting than these men who keep in touch with all developments which are for the betterment and benefit of the public.

They have all modern equipment to assist in various features of the business. The management is thoroughly conversant with every phase of roofing and metal work. They employ only the highest class work-

men. Men who have made a study of this trade and who can be depended on to do their work as only skilled mechanics can do. This firm is always ready to help you with your roofing problems. From a small job to the largest contract.

They will be glad to give you estimates on any work. This applies to the country places as well as city houses. They complete their work in a most satisfactory manner, every job guaranteed. The cost for these excellent services are very reasonable.

The management of this firm are recognized as industrial leaders in the business world of this section of the state and you will not make a mistake by getting in touch with them when in need of expert service. They invite your patronage.